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ABSTRACT

This nutrition education packet provides information to schools setting up healthy school meal programs and nutrition education programs. Team Nutrition schools will involve students, teachers, families, food service personnel, and community organizations in nutrition education activities. The packet contains fact sheets that focus on: the Great Nutrition Adventure, what chefs need to know about school lunch, and Team Nutrition schools information. The packet also offers a description of Team Nutrition events from across the nation. An event planner offers a week-by-week action/media plan, ideas for a nutrition adventure, information on chefs in the classroom and in the cafeteria, and resources for further information. A booklet entitled "The Chef Connection" presents a directory of chefs for school partnerships. Promotional materials include a videotape; a sample action plan, teaser, and news release; logo and letterhead slicks; chefs' recipes; a certificate of appreciation; and a poster. (SM)

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80

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USDA'S GREAT NUTRITION ADVENTURE

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USDA'S GREAT NUTRITION ADVENTURE

THE CHEF CONNECTION

DIRECTORY OF CHEFS FOR SCHOOL PARTNERSHIPS

SEE THE UPDATED VERSION OF THIS DIRECTORY ON THE INTERNET:
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FOOD AND
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USDA'S GREAT NUTRITION ADVENTURE

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January 1996

USDA'S GREAT NUTRITION ADVENTURE

USDA wishes to express appreciation to the following organizations that helped make "The Chef Connection" possible:

American Culinary Federation, Inc.
The Chef and the Child Foundation
American Institute of Wine and Food
Public Voice for Food and Health Policy
The Culinary Institute of America
The James Beard Foundation

A special thank-you to Damian Martineau, C.E.C., Government Relations Committee Chair, American Culinary Federation, Inc.; Catherine Powers, M.S., R.D., Team Leader for Curriculum and Instruction, Culinary Institute of America; Ilene Henshaw, Director of CHEFS, Public Voice for Food and Health Policy; Roberta Klugman, Executive Director, the American Institute of Wine and Food and Patty Friedman, Esq., Senior Associate, Podesta Associates, for sharing their many contacts with chefs across America.

The U.S. Department of Agriculture has compiled this "Directory of Chefs" who are willing to volunteer their time in schools to inspire children about food choices that promote health. The chefs who participated in the Great Nutrition Adventure national kick-off and many others who have worked with USDA are included.

Use this directory to find local chefs. Chefs are listed alphabetically within each State. Local chapters of the American Culinary Federation are listed and are excellent sources of additional chefs in your area. Many chefs are members of the American Institute of Wine and Food, the James Beard Foundation and CHEFS of Public Voice for Food and Health Policy. Other chefs have participated in USDA events planned at Team Nutrition Schools.

Also included in this directory is a list of all USDA Food and Consumer Service Regional Offices and State Child Nutrition Directors. For more information about becoming a **Team Nutrition** School, contact the USDA Team Nutrition Regional Outreach Coordinator.

6

For more information about the USDA's Great Nutrition Adventure or involvement of chefs in schools, contact:

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This directory of chefs is a beginning list... and will continue to grow. Please send the names of the chefs who participate in your Great Nutrition Adventure that are not listed in this directory. We would like to include them in the next edition of "The Chef Connection." They will receive USDA updates, newsletters and information to keep them informed and excited partners in school nutrition. A form at the back of this directory is included to fax or mail to the above address.

Note: Please do not use the directory as a mailing list. Thank you.

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Sign me up to be listed in the USDA's Chef's Directory!

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Telephone ______________________

Fax Number ______________________

Email ______________________

Chapter Affiliation ______________________

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6

USDA'S
GREAT
NUTRITION
ADVENTURE
TEAM
NUTRITION USDA

USDA'S GREAT NUTRITION ADVENTURE

ACTION PACKET CONTENTS

1. **Contents**

2. **Fact Sheets**
   - USDA's Great Nutrition Adventure
   - What Chefs Need to Know about School Lunch
   - Team Nutrition Schools

3. **A Taste of Regional Events**
   - Kick-off promotion and pilot events

4. **Event Planner**
   - Week-by-Week Action/Media Plan
   - Good Ideas for a Great Nutrition Adventure
   - Chefs in the Classroom
   - Chefs in the Cafeteria
   - Resources

5. **The Chef Connection**

   A Directory of Chefs for School Partnerships

6. **Promotional Materials**
   - Video
   - Sample Action Plan, Teaser and News Release
   - Logo and Letterhead Slicks
   - Chefs' Recipes
   - Certificate of Appreciation
   - Poster

USDA'S
GREAT
NUTRITION
ADVENTURE
TEAM
NUTRITION • USDA

TEACHING CHILDREN HOW TO EAT RIGHT AT HOME & AT SCHOOL

Good nutrition begins at home. It should continue at school. The Food Guide Pyramid is based on the official U.S. Government's Dietary Guidelines for Americans. It's designed so children and adults can learn and remember how to choose foods that promote health every day.

So study it • Practice it ☞ Show it to your kids

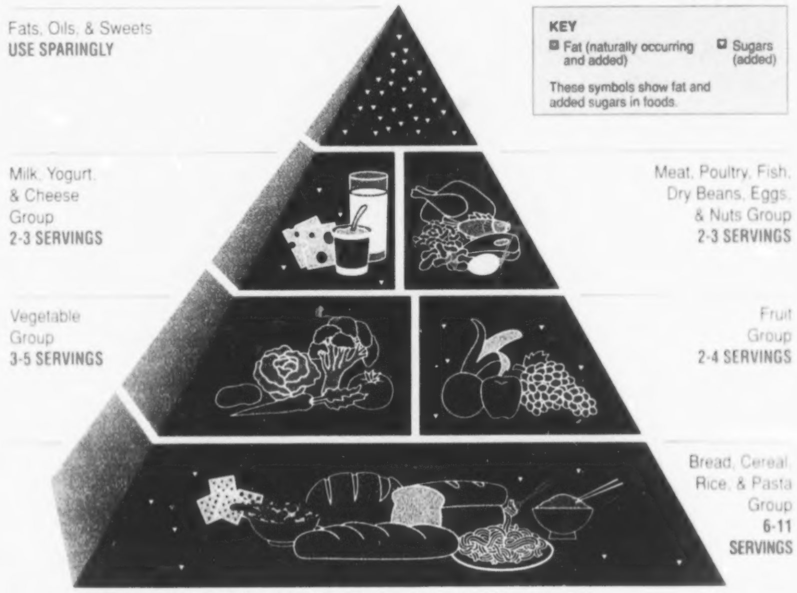
Tack it up • Talk it up

Give examples • Make it fun Your kids will eat it up

And they'll grow up knowing how to make food choices for a healthy diet.

Food Guide Pyramid

A Guide to Daily Food Choices


Fats, Oils, & Sweets
USE SPARINGLY
KEY
▣ Fat (naturally occurring and added)
▣ Sugars (added)
These symbols show fat and added sugars in foods.
Milk, Yogurt, & Cheese Group
2-3 SERVINGS
Meat, Poultry, Fish, Dry Beans, Eggs, & Nuts Group
2-3 SERVINGS
Vegetable Group
3-5 SERVINGS
Fruit Group
2-4 SERVINGS
Bread, Cereal, Rice, & Pasta Group
6-11 SERVINGS

Source: U.S. Department of Agriculture/U.S. Department of Health and Human Services

Produced by USDA's Team Nutrition
in cooperation with the
American School Food Service Association

BEST COPY AVAILABLE

TEAM NUTRITION · USDA

A GUIDE FOR

A Healthy School Meals Program

What is a healthy school meals program? Is it a meal that meets certain nutrition standards? Yes, but a healthy school meals program is much, much more. Here is a checklist of principles. Look at the program in your school or school district. Does the program...?

1 Follow Nutrition Goals

- Meet the Dietary Guidelines for Americans (offer lower fat choices, more fruits, vegetables and grains).
- Meet the Recommended Dietary Allowances (1/3 RDA for lunch, 1/4 RDA for breakfast, and appropriate calories).
- Meet USDA's nutrition requirements for key nutrients, such as calcium, vitamins A and C, iron.

2 Serve Children Great Tasting Food

- Incorporate culinary principles of taste and presentation.
- Include regional, cultural, ethnic, and other preferences in menus, focusing on the customers served.

3 Set the Stage for Enjoyable Dining

- Provide meals in an environment that encourages the consumption of healthy meals, including adequate time for the meal service.
- Provide meals that are safe for children and accessible to all.

4 Make Nutrition Education Fun

- Reinforce classroom nutrition education by making the cafeteria a "learning laboratory" for healthy food choices.
- Assist in providing children an appreciation of food origins, cultural food history, the wide variety of food products available, and relationships to environmental and agricultural systems.
- Encourage children to socialize at mealtime and enjoy eating with others.
- Provide education to children and families in the preparation and service of healthy, economical meals.

5 Use a Team Approach

- Make healthy school meals and nutrition education part of a comprehensive school health program that promotes a healthful lifestyle for all students.
- Link school meals with a school nutrition policy promoting healthy food choices throughout the school system.

CÓMO ENSEÑAR A LOS NIÑOS A COMER ALIMENTOS SALUDABLES EN CASA Y EN LA ESCUELA

La buena nutrición empieza en casa y debe continuar en la escuela. La Pirámide de Alimentos está basada en las Guías Alimentarias para la Población de los Estados Unidos para lograr tener una nutrición adecuada. Está diseñada para que los niños y los adultos aprendan y recuerden cómo elegir alimentos que les permitan estar saludables siempre.

Estúdiela • Practique sus recomendaciones ☞ Muéstrela a sus hijos

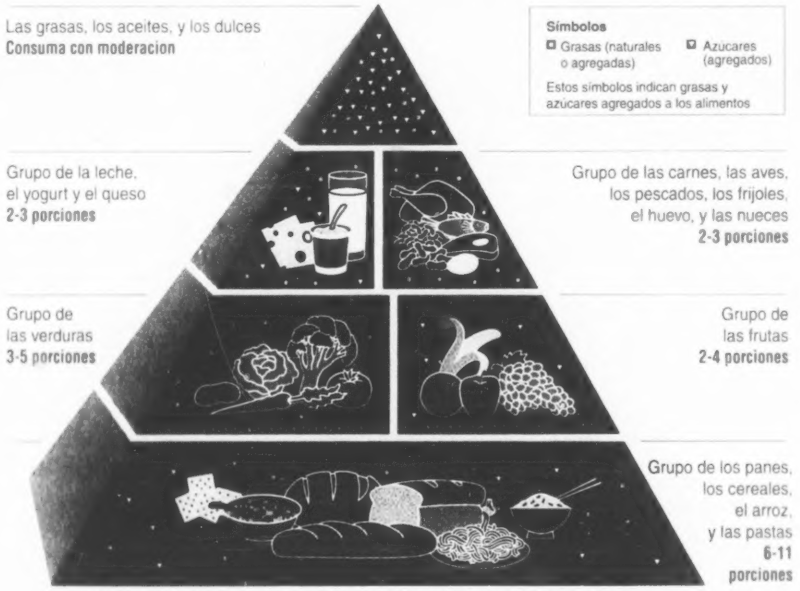
Colóquela en un lugar visible • Hable sobre ella

Déles ejemplos • Hágala divertida Sus niños comerán lo que usted predica

Y crecerán sabiendo cómo elegir alimentos que les ayudarán a mantener una dieta sana.

Pirámide de Alimentos

Una guía para seleccionar alimentos diariamente


Las grasas, los aceites, y los dulces
Consuma con moderacion
Símbolos
▫ Grasas (naturales o agregadas)
▫ Azúcares (agregados)
Estos símbolos indican grasas y azúcares agregados a los alimentos
Grupo de la leche, el yogurt y el queso
2-3 porciones
Grupo de las carnes, las aves, los pescados, los frijoles, el huevo, y las nueces
2-3 porciones
Grupo de las verduras
3-5 porciones
Grupo de las frutas
2-4 porciones
Grupo de los panes, los cereales, el arroz, y las pastas
6-11 porciones

Fuente: Departamento de Agricultura y Departamento de Salud y Servicios Sociales de los EEUU

La copia de este documento fue hecha por un partidario del Equipo Nutrición (Team Nutrition), un programa del Servicio de Alimentos y del Nutrición del Departamento de Agricultura de los Estados Unidos (Food and Nutrition Service of the U.S. Department of Agriculture). El Departamento de Agricultura no endorsa ningún producto, servicio u organización. Se otorga permiso de reproducir este documento con fines educativos. Estos materiales se desarrollaron para usar en conjunción con los programas del Edicto Nacional de Almuerzos Escolares (National School Lunch Act) y el Edicto para la Nutrición Infantil (Child Nutrition Act).

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TEAM NUTRITION • USDA

RECOMENDACIONES DIVERTIDAS

Cómo usar las recomendaciones dietéticas en el hogar

Las Guías Alimentarias para la Población de los Estados Unidos (Dietary Guidelines for Americans) pueden ayudar a los niños a elegir alimentos para crecer, estar saludables y desempeñarse bien en la escuela. Las 10 ideas siguientes pueden ayudar a su familia a seguir las Guías Alimentarias y a hacer mucho ejercicio.

1 **Frutas todo el día, para tener energía**
Come fruta entre comidas o como postre. Prueba las sonrisas (rebanadas) de naranja, una brocheta de frutas, o jugo de fruta 100% puro.

2 **Varía las verduras**
A veces las habichuelas verdes (ejotes) y el brécol; otras veces, las zanahorias frescas, el maíz tierno (elote) y la coliflor.

3 **De sabor celestial, siempre es el cereal**
Devora el espagueti, el arroz, los cereales y otros granos que te dan mucha energía.

4 **Después de desayunar ¡puedes despegar!**
No tiene que ser aburrido, deléitate con lo que sobró ayer, o mantequilla de maní (cacahuate), y rebanadas de plátano (guineo) con pan tostado. ¡Usa tu imaginación!

5 **Cuando las carnes vas a guisar, las de poca grasa debes buscar**
Escoge una rica receta utilizando cortes de cerdo o de res bajos en grasas, el tofu, las habichuelas (frijoles), o el pollo; agrega alimentos a la lista de las compras o ayuda a cocinar.

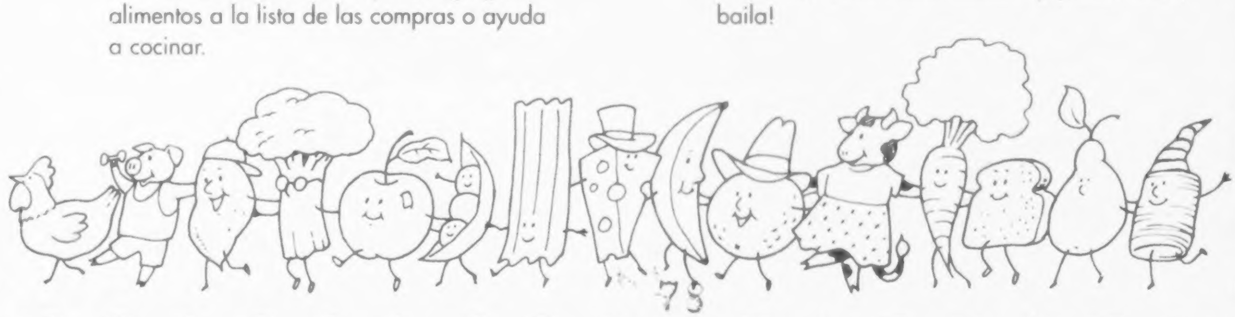
6 **Las grasas hay que buscar, siempre tienes que investigar.**
Lee con cuidado las etiquetas de los alimentos, y elige los que tengan menores contenidos de grasas.

7 **Listos hay que ser, para los bocadillos escoger**
Prueba una malteada con leche — bate en la licuadora leche o yogurt sencillo con una fruta o jugo de fruta — ¡Sin duda delicioso!

8 **Primero la Pirámide**
Suma las raciones de alimentos que consumiste de los 5 grupos de la Pirámide de Alimentos.

9 **Para nuevos sabores encontrar, algo nuevo tienes que probar**
Prueba un alimento nuevo cada día. Una nueva verdura, como la jícama o la yuca. Prueba el yogurt, el pan de pita (sin levadura), los albaricoques (chabacanos) secos, o elchorizo de pavo...

10 **Trata el movimiento en todo momento**
Trata de ser más activo cada día. Sube las escaleras, camina a la escuela, y ¡baila, baila, baila!



USDA'S GREAT NUTRITION ADVENTURE

USDA'S Great Nutrition Adventure, *a program of* **TeamNutrition,** *is a series of training and educational events taking place in school cafeterias and classrooms, linking volunteer chefs with school food service staff, teachers, and students. The Great Nutrition Adventure is an interactive learning opportunity for school food service staff, teachers, parents, children, and chefs as they create partnerships to improve children's health.*

Chefs can Help by:

- working side-by-side with school food service staff to prepare nutritious meals that are appealing and meet the Dietary Guidelines
- inspiring children to make food choices that promote health in the cafeteria, at home, and throughout their lives.

The Events Serve to:

- partner volunteer chefs with local school food service staff to plan, prepare, and serve healthier meals that are appealing and taste great.
- educate children about sound nutrition, diverse food sources, and the appreciation of good food.

Over 60 volunteer chefs partnered with schools for the national kick-off celebration held in 7 cities across the country. Chefs worked closely with school food service staff in the cafeteria and teamed up with teachers in the classroom to make food fun and interesting.

The "Great Nutrition Adventure" is one training component of the School Meals Initiative for Healthy Children launched by USDA: An effort to improve the meals served to over 25 million school children each day.

USDA'S GREAT NUTRITION ADVENTURE

WHAT CHEFS NEED TO KNOW ABOUT SCHOOL LUNCH

When chefs visit schools and attend Planning Meetings for a Great Nutrition Adventure, they will need some background information about the National School Lunch Program and local school specifics. Below are suggested discussion points:

BACKGROUND INFORMATION

- Why Chefs have been invited to Partner with School Food Service
- Purpose of the Great Nutrition Adventure and the chef's role
- What is USDA's National School Lunch Program?
- Menu Planning requirements: What is a reimbursable meal?
- Explanation of the School Meals Initiative for Healthy Children
- Emphasis on variety in the diet, increased use of fruits, vegetables, and grains.
- Meeting the Dietary Guidelines for Americans

SCHOOL SPECIFICS

- Tour of school (essential), during meal service (if possible)
- A description of the local operation
- Demographics of student populations
- Length of each lunch shift and how many children must be served during each shift

More...

FOOD SERVICE SPECIFICS

- Cycle menu for week and day of event
    - recipes for the day of event
    - prepared products used and method of preparation on-site
- Amount of money available for food **per meal**
- List of healthy foods that both appeal to kids and can be purchased within budget constraints
- USDA commodity foods available in the school, type and quantity, and products (lower fat products now available)
- Ingredient list for day of production
- Equipment: Show chefs large kitchen equipment (what is and is not operable), small kitchen equipment and utensils (knives, cutting boards, etc.)

FOOD PRODUCTION STAFF

- Number of staff available for preparation
- Hours of availability
- Experience, education and training
- Sensitivity of fears about job future
- Union restrictions

CHEFS SHOULD

- Work side-by-side with school food service staff as a team
- Focus on the taste and appeal of food, as well as nutrition
- Be creative within school food service guidelines
- Prepare foods simply, using the on-site equipment
- Respect the local safety and sanitation rules (wear hats/hair restraints, gloves, etc.)
- Enjoy the interaction and learn about school food service

JOIN USDA'S TEAM NUTRITION SCHOOLS

USDA's Team Nutrition is a network of public and private partnerships that promote food choices for a healthy diet through the media, schools, families, and the community. **USDA 's Team Nutrition** supports the new policy updating school meals nutrition standards to reflect the Dietary Guidelines for Americans. This historic policy change—the School Meals Initiative for Healthy Children—is the most significant reform of the school meals program since 1946.

Team Nutrition Schools represent the community focal point for **USDA's Team Nutrition**. They serve as the catalyst for bringing together stakeholders who will work to ensure healthier school meals and more information for children and their families. **Team Nutrition Schools** is an exciting incentive program designed to coordinate Team Nutrition activities at the local level and to encourage prompt implementation of the new school meals policy.

In September, USDA highlighted a **Team Nutrition School** in each state. This national network will demonstrate results of changes in schools meals and showcase their successful nutrition education programs. USDA will continue to recognize those schools and communities that have demonstrated their commitment to improving the health and nutrition education of children and encourage all schools throughout the nation to become a **USDA Team Nutrition School**. In June 1996, thousands of **USDA's Team Nutrition Schools** from coast to coast will celebrate the 50th anniversary of the school lunch program.

USDA invites every principal in the country to enroll their school in the **Team Nutrition Schools Program.**

A TEAM NUTRITION SCHOOL WILL:

- Support USDA's Team Nutrition mission and principles
- Designate a Team Nutrition School Leader
- Demonstrate a commitment to meeting the Dietary Guidelines for Americans in school meals
- Distribute Team Nutrition education materials
- Involve teachers, children, families, food service personnel, and community organizations in nutrition education activities
- Share their successful strategies and programs with other schools
- Demonstrate a well-run Child Nutrition Program

A TEAM NUTRITION SCHOOL WILL RECEIVE:

- A Team Nutrition Leadership Award acknowledging their commitment
- Recognition in a National Directory of Team Nutrition Schools
- Team Nutrition resource materials for use in the classroom, in the cafeteria and at home, such as Scholastic's classroom kits and Disney educational posters featuring "Lion King" characters
- Recognition in national and local media efforts
- Early alerts about the many additional products available in the future

USDA's Team Nutrition brings to life the promise of healthy children—**Team Nutrition Schools** fulfill that promise by bringing together all those who care about children's health...come and join the team!

For more information write to: USDA's Team Nutrition Schools - 3101 Park Center Drive - Alexandria, Virginia 22302, Phone: (703) 305-1624, Fax: (703) 305-2879 or on-line to: http://www.usda.gov/fcs/team.htm

TEAM
NUTRITION • USDA

SCHOOL INFORMATION SHEET

OUR TEAM NUTRITION SCHOOL LEADER IS: ______________________________

Title ______________________ School's Name ______________________

Total Enrollment ______________________ Grade Levels ______________________

School District/County ____

School's Address ____

Telephone ______________________ Fax ______________________

WE AGREE TO:

- ✓ Support USDA Team Nutrition mission statement and principles.
- ✓ Demonstrate a commitment to meet the Dietary Guidelines for Americans.
- ✓ Designate a Team Nutrition School Leader.
- ✓ Distribute Team Nutrition materials to teachers, children and parents.
- ✓ Involve teachers, children, parents, food service personnel and the community in interactive and entertaining nutrition education activities by having at least one nutrition event per year.
- ✓ Demonstrate a well-run Child Nutrition Program.
- ✓ Share successful strategies and programs with other schools.

We certify our school does not have any outstanding overclaims or significant program violations in our school meals programs.

______________________ ______________________

School Principal (print name) School Food Service Manager (print name)

______________________ ______________________

Signature Date Signature Date

Question? Call your School District or State Child Nutrition Director
Mail completed form to:
USDA's Team Nutrition Schools
3101 Park Center Drive
Alexandria, Virginia 22302
Phone: (703) 305-1624
Fax: (703) 305-2879
or on-line to: http://www.usda.gov/fcs/team.htm

USDA'S GREAT NUTRITION ADVENTURE
TEAM
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TEAM
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INTRODUCTION

The United States Department of Agriculture (USDA) launched its School Meals Initiative for Healthy Children, a major effort to improve school meals, in June of 1994. On June 13, 1995, USDA published a final rule which will fundamentally change meals served to children in schools by requiring that they meet the Dietary Guidelines for Americans by 1996.

To help implement these new policy changes, USDA has established **Team Nutrition,** a nationwide initiative designed to improve the health and education of children, built on a network of public and private partnerships that promote food choices for a healthful diet through the media, schools, families, and the community. **Team Nutrition** will achieve its mission by focusing on two primary components: Nutrition Education for Children, and Training and Technical Assistance for School Food Service Personnel.

Many members of the food community have already become partners in **Team Nutrition**. To enhance the skills of school food service personnel, USDA is working with chefs from around the country to team up with schools to improve meals served to children. As part of this effort, over 60 chefs participated in **USDA's Great Nutrition Adventure**, held in 7 cities around the country in April 1995. These events were extremely successful in pairing professional chefs with school food service personnel to plan and prepare a healthy school lunch and to educate children about good nutrition.

USDA is excited to share this "Action Packet" with you, which includes a video of the USDA's Great Nutrition Adventure kick-off week, a chef event planner, including a local media plan, and a directory of chefs who have volunteered to share their culinary talents with school food service staff or to talk to children in a classroom. We are pleased to provide this technical assistance tool so that you, too, can plan your own Great Nutrition Adventure in your school(s). Enjoy learning how to partner with local chefs and experience new ways to benefit children's health. Join the Team...and become a Team Nutrition School!

USDA'S GREAT NUTRITION ADVENTURE

A TASTE OF REGIONAL EVENTS

THE GREAT NUTRITION ADVENTURE KICK-OFF

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UNITED STATES
DEPARTMENT OF
AGRICULTURE

FOOD AND
NUTRITION
SERVICE

USDA'S GREAT NUTRITION ADVENTURE

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Team Nutrition is a program of the Food and Nutrition Service of the U.S. Department of Agriculture (USDA). USDA does not endorse any products, services, or organizations.

January 1998

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USDA'S GREAT NUTRITION ADVENTURE

A TASTE OF REGIONAL EVENTS

During the Spring of 1995, USDA's Food and Consumer Service's seven Regional Offices across the United States held kick-off celebrations of the USDA's Great Nutrition Adventure.

The events successfully demonstrated partnerships between the food community and school officials, food service staff, teachers, and parents, in promoting healthy school meals for children.

Read about the farmer's market in a New York City school cafeteria, a Cajun band in Baton Rouge, a carnival of nutrition activities in Atlanta, an ice carving in Denver, nutrition games and poster contests in Washington, DC, a "Taste of Chicago" school lunch, and an edible garden where children grow their own vegetables in Berkeley, California.

NORTHEAST

NEW YORK CITY

PS 2
MANHATTAN
NEW YORK

Students and a number of New York City chefs discovered together how foods can be fun and interesting - as well as tasty and nutritious. The national kick-off event was held at Manhattan's PS 2, the first of seven regional Great Nutrition Adventures.

The Adventure began in the classroom, where chefs guided the students on an exploration of the food world. Sounds of delight and amazement filled the hallways as the children discovered new tastes, new smells, and new ideas about food.

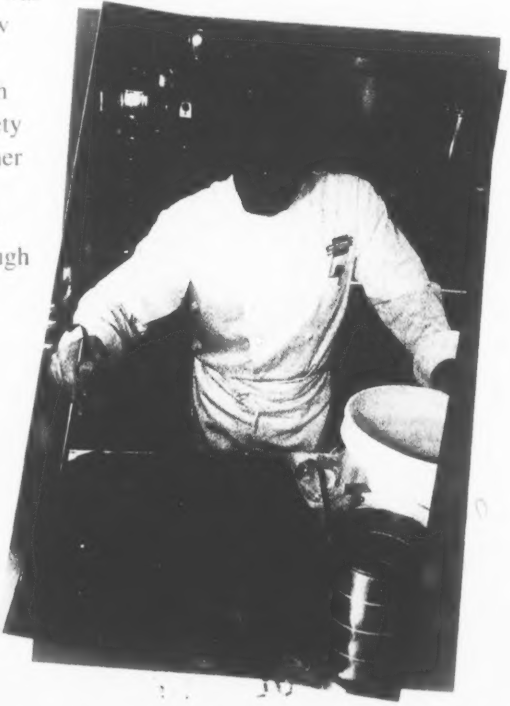
What would you eat if you were lost in a forest? The students in **Jennifer Scism's** class know, because they learned all about "Foraging for a Feast." In other nutrition adventures, students learned how to make "Vegetable Flowers" and "Dumplings in a Thousand Lands." One class made collages to show how fun "Designing with Herbs" can be. Students in another class crowded in to see and taste "Wild Greens." And **Anne Rosenzweig**, with the help of a New York state farmer, talked about "The Chef as Artist, Scholar, Geographer, Athlete, Farmer's Aide and Master of the Universe (or Power Ranger)."

Meanwhile, another adventure was taking place in the school lunchroom where chefs, working side-by-side with the school's food service personnel, were preparing school lunch for the day. This joint meal preparation demonstrated one way in which chefs can contribute their expertise - particularly in preparation methods, food combinations and presentation - to a tasty and nutritious school lunch.

The lunch was prepared with food items normally available to the school and within the cost allowance of the school for its meals, and with the special touches that chefs can make. This meant that some substitutions and recipe changes were necessary for the chefs to prepare their dishes - a situation for which cafeteria personnel are always prepared. Chef **Michael Romano** served a variation of "Mama Romano's Baked Lemon Chicken," **Alan Harding** prepared rice with vegetables, and **Peter Hoffman** prepared lentils. At some point during the day, every chef in the house made his or her way to the cafeteria to help chop, scrub, scoop or serve.

While the busy meal preparation took place behind the serving line, a celebration atmosphere filled the cafeteria on the other side. A buzz with excitement, students sat at tables with bright yellow tablecloths and centerpieces of vegetables and herbs. Colorful posters, most created by the children themselves, lined the walls and hallways, declaring "Nutrition is an Adventure" and "Eat Right!"

A highlight of the cafeteria scene was a display by **Greenmarket**, a New York City association of farmers' markets. The Greenmarket "Touch Table" included a wonderful variety of fresh fruits, vegetables, and other farm products for the students to sample. Children loved the edible flowers and honey the best, although they also tried samples of raw potato and herbs.



CHEFS

Michael Romano
Union Square Cafe

Ann Rosenzweig
Susan Pasko
Jennifer Scism
Arcadia

Alan Harding
Nosmo King

Alfred Portale
The Gotham Bar and Grill

John Villa
Judson Grill

Peter Hoffman
Savoy

Gerry Dawes
Culinary Expert

Michael Lomonaco
Craig Cupani
'21' Club

Stephen Lyle
Odeon

Anito Lo
Chef & Culinary Consultant

Lisa Beatrice-Jones
Chef & Culinary Consultant

Diane Forley
Vervena

Quint Smith
Shelby

Philip McGrath
Doubles

SOUTHEAST

ATLANTA

SMOKE RISE ELEMENTARY SCHOOL

STONE MOUNTAIN GEORGIA

Three of Georgia's popular chefs shared their expertise and enthusiasm as they joined students at Smoke Rise Elementary School in Stone Mountain, Georgia, to celebrate USDA's Great Nutrition Adventure, Southern style.

Working side-by-side with cafeteria staff in the kitchen, the chefs introduced new food tastes they had prepared to complement the day's menu. **Gunther Seeger** prepared tabouleh, a light, chilled Middle-Eastern salad; **Paul Albrecht** prepared vegetable and chicken quesadillas using fresh onions, celery, carrots, and tomatoes; and **Darryl Evans** prepared a low-fat brownie substituting yams for shortening. Evans expressed the spirit of the day: "It gives me a great opportunity to do something different and show kids that you can eat healthy and still have great food."

CORN FLAKES

After lunch the three chefs visited the classrooms and shared information with the students, continuing to emphasize that food can be fun and interesting - as well as tasty and nutritious. They awarded prizes to the winners of the "A New Food I've Tried" poster contest and fielded a range of questions from students such as: "How can you keep in vitamins when you cook vegetables?" (Answer: Use the freshest vegetables possible and only a small amount of water.) "Have you ever cooked a cactus?" (Answer: I used one in a salad - but only once!)

Each chef demonstrated his creation at a nutrition carnival held after school for students, parents, staff, and friends, hosted by "Max the Nutrition Magician." The event featured numerous booths, games, and exhibits from a variety of organizations including the American Heart Association and the American Cancer Society.

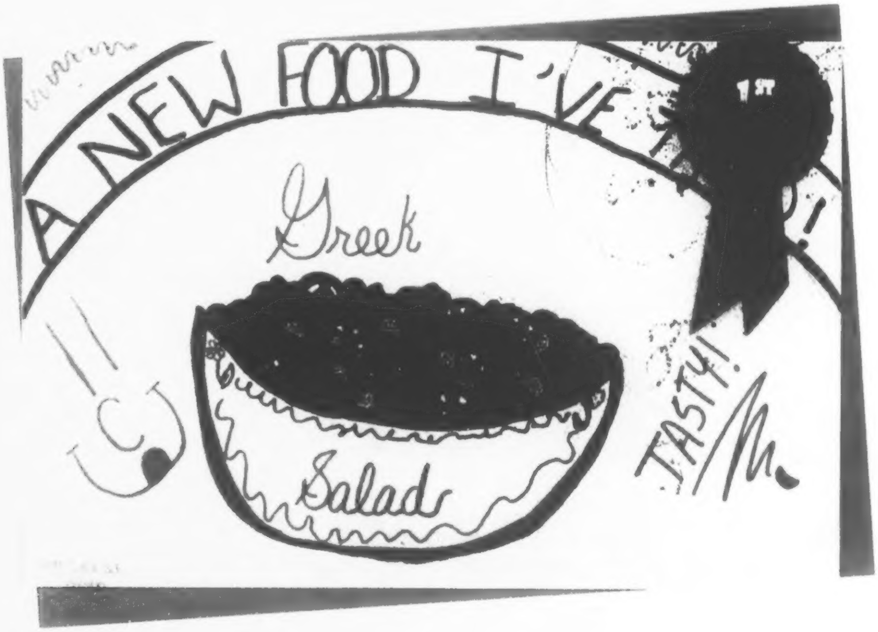
Representatives from the Department of Defense (DOD) also sponsored a booth to promote the new joint USDA/DOD initiative. In a pilot project begun this school year, the DOD provides fresh fruits and vegetables for the National School Lunch Program for selected sites in five states. The project has been very successful and 47 states have expressed interest in participating in the expanded project during the next school year.

CHEFS

Paul Albrecht
Pano's and Paul's Restaurant

Gunther Seeger
Ritz-Carlton Hotel

Darryl Evans
Occidental Grand Hotel



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MOUNTAIN PLAINS

DENVER

TRUSCOTT ELEMENTARY SCHOOL

LOVELAND COLORADO

The Great Nutrition Adventure in the Rockies officially got underway when the seven chefs from Culinarians of Colorado were introduced to a full student assembly at Truscott Elementary School in Loveland, Colorado.

Staff from the Denver Children's Museum staged a skit on the importance of eating breakfast and maintaining a healthful diet. The skit featured "Strong Sarah" and "Weak Walter" illustrating how students suffer if they skip breakfast. World-class ice sculptor **Mike Pizzuto** demonstrated his skills by carving a 250 - pound block of ice into a giant leaping fish. Chefs then awarded prizes to individual students from each grade who won the nutrition poster contest. All of the posters were prominently displayed in the hallways, cafeteria, and gymnasium.

U.S.D.A
FRESH FRUIT & VEGETABLE PROJECT

After the assembly, some chefs returned to the central production kitchen while others conducted clinics on vegetable carving for each class in the school, emphasizing the importance of fresh fruits and vegetables in the diet. The school gymnasium held a large display of fresh fruits and vegetables, set up by USDA and the Department of Defense, who play a key role in the region's three-state fresh produce distribution project.

Chefs, school food service staff, and a state dietitian developed the special menu for the day which consisted of chicken cacciatore over rotini, tossed salad, fresh whole wheat roll, cherry crisp, and milk. The cafeteria was festooned with over 200 helium-filled balloons, Great Nutrition Adventure posters, a banner, nutrition posters, table tents, and construction paper borders. Chefs wore Great Nutrition Adventure aprons and each student received a paper "chef's hat" to wear and take home, along with stickers, bookmarks, bags, and balloons.

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After lunch, chefs visited classrooms to demonstrate how to make healthful after-school snacks. Eager students questioned the chefs about their profession, and the chefs shared information about good sanitation practices, how to read food labels, the caloric content of different foods, and how to prepare food that doesn't require cooking.

Thompson School District sent invitations to the superintendent, school board, the school building accountability group, PTA, and parents to solicit their support for and participation in the event. Many parents joined their children for the Great Nutrition Adventure festivities.

CHEFS

William C Franklin, CMC
Denver Athletic Club

Fred Batchelor
Springwood Retirement Community

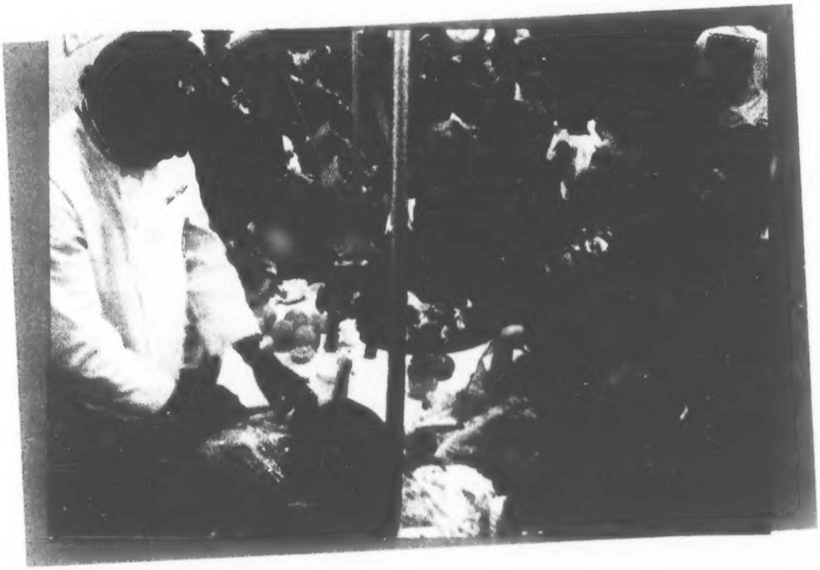
Stephen Ford
American Culinary Federation

Carrie Balkcom
Metro Lab School Lookout Mountain

Mike Pizzuto
Metro Lab School Lookout Mountain

Rick Diaz
Arvada Center

Dudley Cable-Larche
Keys on the Green



MID-ATLANTIC

WASHINGTON, DC

EISENHOWER MIDDLE SCHOOL

LAUREL, MARYLAND

What started as a group of curious children ended in a feast where too much food was not enough. The kids were delighted, but the chefs knew it would be that way. Why were they so sure? From the start, everyone involved in USDA's Great Nutrition adventure - chefs, faculty, principal, food service professionals, and USDA staff - knew they were equal members of the same team.

The school's administration made the most of the opportunity to take part in this event and profit from the experience. Teachers at the Dwight D. Eisenhower Middle School wove a good nutrition/good health theme into their curriculum and activities to complement the extraordinary efforts of nine chefs from Washington, DC.

Eisenhower's own radio crew primed the kids for a week with nutrition quizzes and messages highlighting the relationship between good nutrition and students' ability to do well in school. On the day of the event, the regional administrator for Food and Consumer Service's Mid-Atlantic region was interviewed by the school's student anchor and launched the day's events through a program that was simulcast via closed-circuit television in all the classrooms.

The students escorted the chefs to various classrooms where they discussed the link between good food and good health and encouraged the kids to taste all the dishes. **Jim Swenson** spoke for all the chefs when he told the kids: "Even if you don't think you're going to like something, try it, you might be surprised!"

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In the home economics room, the chefs readied for the taste-test. **Hector Guerra's** specialty was chicken and cheese papusas from his native El Salvador: **Nora Pouillon** and **Duncan Boyd** brought carrot cake (no butter or sugar), and carrot salad, and showed the children how to make delicious carrot juice by adding orange juice and fresh ginger. **Damian Martineau** made breakfast bread and displayed different breads and flour. **Mark Miller's** swordfish sandwiches were among the big hits of the day. Students assumed the roles of "sous-chefs" for the day and busily served "tasting dishes" for the 150 students that filed by each station.

Lunchtime! And the kids were ready! The team of food service staff and chefs had prepared a wonderful lunch that featured a Santa Fe club sandwich; crispy chicken salad served with snow peas; potatoes stuffed with beans, vegetables and cheese; and pizza with vegetables, lean meat, and cheese on a rice crust. The dessert was a winner - a peach, cherry, apple, apricot, and pineapple cobbler with a multigrain granola topping.

But the real winners were the Eisenhower students. They were proof that given a little education, eye-appeal and taste, kids will choose healthy foods.

CHEFS

Nora Pouillon
Duncan Boyd
Restaurant Nora

Mark Miller
Red Sage

Roberto Donna
Galileo

Hector Guerra
Il Radicchio

Damian J. Martineau
AARP Guest Services, Inc.

Matilda Robinson
Allegro Restaurant

Jean Louis Palladin
Larbi Dahrmouch
The Watergate

Jim Swenson
National Press Club

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SOUTHWEST

BATON ROUGE

ST. AMANT PRIMARY AND MIDDLE SCHOOL

ST. AMANT LOUISIANA

The parish of St. Amant was host to five well-known Louisiana chefs who participated in the Great Nutrition Adventure event. Each devised a fun, interactive 40-minute activity or presentation appropriate for fourth and fifth graders.

Activities included:

- children creating a fun and healthful snack using fruit sauces in squeeze bottles and fresh fruit pieces;
- a cultural presentation on how Cajun gumbo incorporates the seven cultures of Louisiana and how each culture brought different foods and cooking techniques to this country;
- a how-to presentation where the class made fruit smoothies (drinks);
- a taste-testing of a number of different types of beans, many of which the kids had never tried before; and
- a fast-paced and boisterous presentation on the subject of choosing healthful snacks.

In those classrooms where a chef wasn't giving a presentation, a nutrition bingo game, "GUMBO," was played. The game involved the children filling out a GUMBO card by choosing five foods from each of the food areas of the Food Guide Pyramid (a list was provided). For example, in the "G" column, the child would put five breads - pita, rice, pancakes, etc. Then for the "U" column the child would choose five vegetables, and so on. Then, a caller would pull the names of foods from a bag and the first child to cover five squares in a row would call,"GUMBO!" and win a prize.

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* * *

The games were led by nutritionists, teachers, and specialists from USDA. As foods were called, the leader would take the opportunity to mention why the food was nutritionally important, how the food could be used, or other interesting information about those foods unfamiliar to the kids.

A fun, festive atmosphere with a touch of local flavor was the order of the day. Every child involved was given a paper chef's hat to wear. An "alligator" (a teenage boy in costume) in a Great Nutrition Adventure chef's apron and hat greeted students and joined in each of the activities, and a Cajun band and dancers performed in the cafeteria. Posters, a banner, hundreds of helium balloons, displays and exhibits, and nutrition bulletin boards created by the children served as festive decorations and as a buildup to the event.

In keeping with the regional theme, a menu of local favorites was served: Cajun gumbo, steamed rice, creamy potato salad, whole wheat roll, and fresh Louisiana strawberries. Each menu item and the menu as a whole was analyzed to make sure it met the Dietary Guidelines.

CHEFS

John Folse
The Landing White Oak Plantation

Louis Jesowshek
Our Lady of the Lake Regional Medical Center

Fritz Gitschner
Valerie Rovera
Houston Country Club

Joe Cahn
New Orleans School of Cooking

Susan Spicer
Bayona

MIDWEST

CHICAGO

OGDEN ELEMENTARY SCHOOL

CHICAGO ILLINOIS

More than 350 students of Chicago's Ogden Elementary School enjoyed the culinary efforts of three local restaurant chefs at the USDA Great Nutrition Adventure at Ogden Elementary School in Chicago.

Chefs **Rick Bayless**, **Keith Korn**, and **John Meyer** worked with Ogden school food service staff to turn USDA commodities and other foods regularly available to the National School Lunch Program into three unique lunch entrees. Students were invited into the kitchen to help chefs and food service personnel prepare the meals. A "diner" who was relishing her lunch in the cafeteria remarked: "If I could have this every day, I would come to school on Saturdays and Sundays and all through the summer!"

Four other chefs, **Michael Garbin**, **Steve Dent**, **Tienchu Neih**, and **Robert Blancard**, conducted interactive classroom presentations using a variety of exotic and ordinary fresh fruits and vegetables.

Representatives of the American Heart Association, Cooperative Extension Service, Food and Drug Administration, and fitness experts also joined USDA's Food and Consumer Service in presenting information and demonstrations to Ogden school parents and students.

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"If I could have this every day, I would come to school on Saturdays and Sundays and all through the summer"!

4th Grade Student

A Well-Balanced

CHEFS

Rick Bayless
Frontera Grill

Keith Korn
Gordon Restaurant

John Meyer
The Retreat

Steve Dent
Fairmont Hotel

Robert Blancard
Creative Creations

Michael Garbin
Union League Club

Tienchu Neih
Szechuan Chinese Restaurant

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WESTERN

BERKELEY

JEFFERSON ELEMENTARY SCHOOL

BERKELEY CALIFORNIA

A bean pot simmered over an open fire on the playground and the scent of fresh cilantro wafted through the air outside the "cafetorium." The tortilla press and grill stood ready in the center of the cafetorium to provide hand-pressed tortillas of freshly ground corn meal prepared for the 350 children who would soon come through the door.

The cafetorium tables stood ready to seat hungry children, decked with bright blue and white checked tablecloths dressed with Great Nutrition Adventure place mats, and fresh flowering herb pots as centerpieces.

Chefs arrived at 8:00 a.m. to begin preparation of fresh ingredients for the lunch-time event. They took a break to be serenaded with garden songs by the kindergarten through third grade students during the school's regular Wednesday assembly, and then invited the children to join them later at lunch and encouraged them, along with their principal, "to at least try everything."

Later, **Alice Waters** of **Chez Panisse** restaurant joined the students in the school's garden, slicing carrots and arranging greens fresh from the beds to the delight of the children.

In the classroom, children were able to learn more about why USDA sponsored the Great Nutrition Adventure, and about good nutrition and fresh food. Classrooms were decorated with nutrition - related projects the children had created and materials on nutrition that teachers had incorporated into their classroom activities.

In another class, children shared their own experiences about how much they enjoy eating fresh vegetables. As some students came in from recess they eagerly ate some of the garden-fresh carrots as platters were being brought back inside. The chefs sat with the children during each of the three food service periods to talk about the different foods, answer questions, and encourage the children to taste everything and enjoy the meal.

Most children needed little encouragement and enjoyed almost everything they were offered: baby lettuce, carrot curls, radishes, jicama, and other fresh vegetables with a vinaigrette dipping sauce from **Chez Panisse;** Mexican soft tacos with Mexican and Monterey jack cheeses, black and pinto beans, mild fresh salsa, fresh corn tortillas, and a vegetable medley including cooked carrots, zucchini, potatoes, and butternut squash - all specialties from **Picante Taqueria**; and a slightly sweet orange and strawberry compote, also from Alice Waters and **Chez Panisse.**

Others attending the Berkeley event included: the U.S. Department of Education regional director, representatives from the State Department of Education, several school district food service directors, Berkeley's mayor and school superintendent, as well as other school and district officials. To bring the message home from school, the children and parents enjoyed "goody bags" which, in addition to the Great Nutrition Adventure materials and pyramid magnets, included a bag of beans with spices and recipes for making bean soup.

CHEFS

Alice Waters
Steven Singer
Alan Tangren
Lindsey Shere
Christopher Lee
Peggy Smith
Chez Panisse

Annie Somerville
Greens Restaurant

Traci Des Jardins
Rubicon Restaurant

Patricia Unterman
Hayes St. Grill

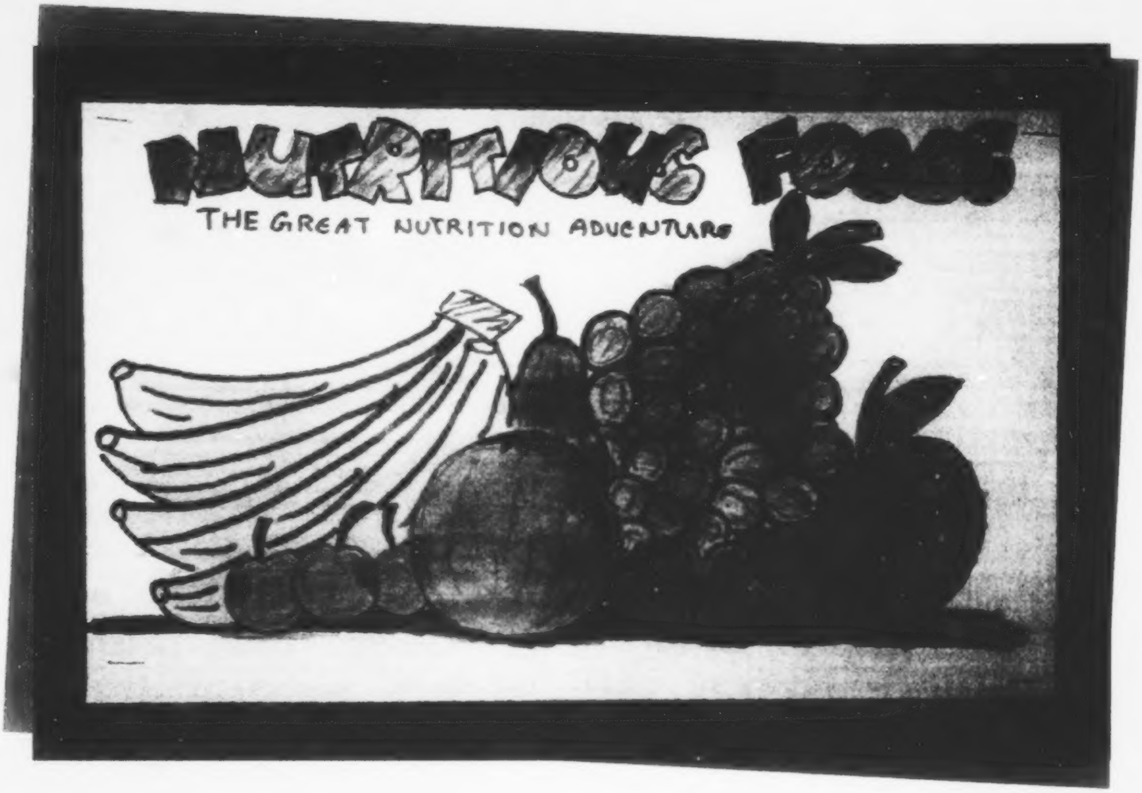
David Lawrence
Cityscape Restaurant

Diane Wegner
Mt. Diablo Unified School District

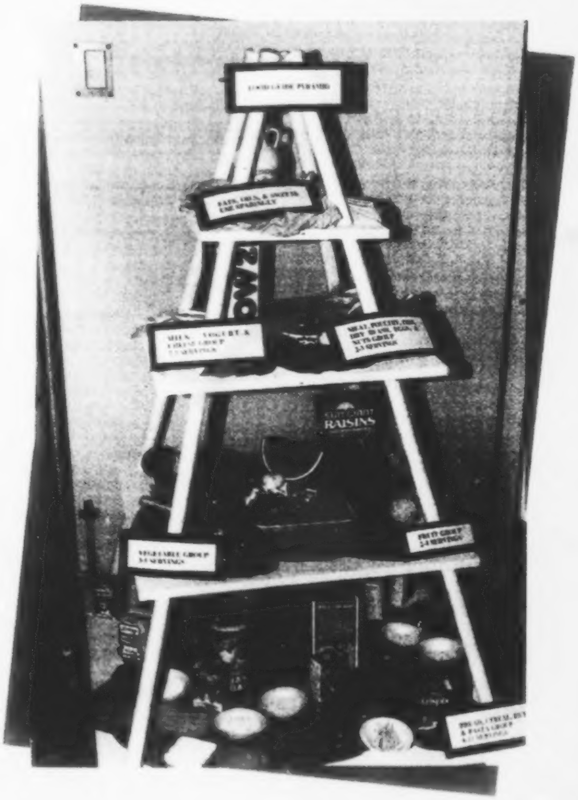
Paul Bertolli
Oliveto Restaurant

Jim Maser
Picante Taqueria

TEAM NUTRITION
SCHOOL
TEAM
NUTRITION · USDA


NUTRITIOUS FOODS
THE GREAT NUTRITION ADVENTURE

CHOOSE SCHOOL LUNCH
DEVOUR FOR POWER
TEAM


FOOD GUIDE PYRAMID
FATS, OILS, & SWEETS USE SPARINGLY
MILK, YOGURT, & CHEESE GROUP 2-3 SERVINGS
MEAT, POULTRY, FISH, DRY BEANS, EGGS, & NUTS GROUP 2-3 SERVINGS
RAISINS
VEGETABLE GROUP 3-5 SERVINGS
FRUIT GROUP 2-4 SERVINGS
BREAD, CEREAL, RICE & PASTA GROUP 6-11 SERVINGS

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USDA'S GREAT NUTRITION ADVENTURE

EVENT PLANNER

ACTION/ MEDIA PLAN

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UNITED STATES
DEPARTMENT OF
AGRICULTURE

FOOD AND
NUTRITION
SERVICE

USDA'S GREAT NUTRITION ADVENTURE

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January 1998

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USDA'S GREAT NUTRITION ADVENTURE

This Event Planner is designed to help plan a "Great Nutrition Adventure." It includes a week-by-week list of action items to accomplish, based on the experiences of schools involved in USDA's Great Nutrition Adventure kick-off events. Professional chefs across America are offering their culinary expertise to help schools meet the Dietary Guidelines and get students excited about school lunch. Read the entire plan and design a Great Nutrition Adventure based on local needs and resources.

Including the media helps to inform the community about how chefs, teachers, school food service and other local partners can work together to get children excited about making healthful food choices..

Use this Event Planner as a sample Action/Media Plan to coordinate a local Great Nutrition Adventure. Check off progress along the way…

AT 8-6 WEEKS...

Action Plan

1 Select a School

- ☐ Meet with the School Principal, Food Service Manager, and local Dietitian, if available.
- ☐ Show the video and get everyone excited about having a Great Nutrition Adventure at their school!

2 Identify Dates

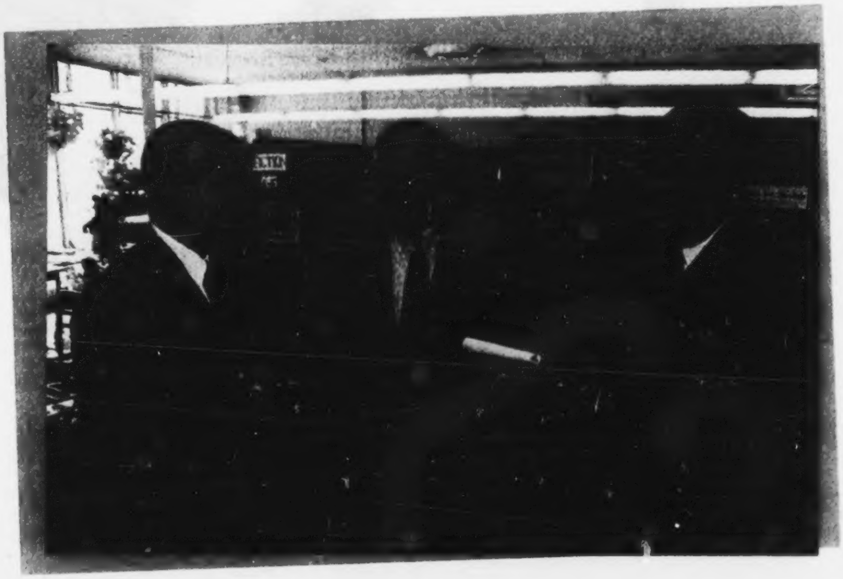
- ☐ Plan a date for the Planning Team Meeting (include chefs and other partners).
- ☐ Choose a date for the Great Nutrition Adventure event.

3 Check Menu

- ☐ Look at the day's menu for possible adaptation. On the day of the event, the school should serve meals that meet the Dietary Guidelines and provide nutrition education activities.

4 Resources

- ☐ Check out "The Chef's Connection–A Directory of Chefs for School Partnerships" included in the Action Packet to find chefs in the local area.
- ☐ Discuss other partners to invite, including the media.
- ☐ Consider ordering promotional materials for the event.



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5 Handouts

- ☐ Decide on handouts to give to students, parents, and guests, such as chef's recipes and USDA nutrition information. A Great Nutrition Adventure logo is included for use on promotional materials. (See Promotional Materials).
- ☐ Look for other resource materials from: State Nutrition Education and Training (NET) Coordinators, Cooperative Extension, "Ag in the Classroom," American Heart Association, American Cancer Society, American Dietetics Association, and others. (See Resources).

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Media Plan

Make Contact

- ■ Collect basic information on who's who in the media including local radio, TV, daily, weekly and monthly newspapers, and local and regional magazines.
- ■ Check your local [illegible] [illegible]
- ■ Identify other [illegible] organizations' publications in the community.

Know your media

- ■ Get to know reporters and editors.
- ■ Know who covers what "beat": education, schools, food, health, nutrition, chefs and restaurants.
- ■ Call local newsrooms.
- ■ Note who has covered school events in the past.

AT 7-5 WEEKS...
Action Plan

1 Invite Chefs

☐ Make a goal of inviting at least 4-6 chefs. Sometimes an emergency will keep a chef from participating at the last minute. (For these events, too many cooks **don't spoil** the broth - they add fun and excitement!)

☐ Contact the local chapter president of the American Culinary Federation, the American Institute of Wine and Food, the James Beard Foundation and, CHEFS from Public Voice for Food and Health Policy. These contacts can assist in locating additional chefs, and may even help coordinate the chefs invited to your school. (See Resources).

2 Schedule a Planning Meeting

☐ Contact chefs in the local area from a restaurant, culinary school, or catering business.

☐ Describe the Great Nutrition Adventure and invite chefs to be a part of the event…either to work with the food service staff preparing lunch or to talk to students in a classroom about foods. Suggest some ideas or activities they can do (see "Good Ideas," pg. 24). Tell them about the School Meals Initiative for Healthy Children and the goals of the Dietary Guidelines.

☐ Give chefs the proposed date of the Great Nutrition Adventure. Follow up with a letter and include directions to the school. Be sure to get their name, address, business phone, and fax numbers.

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☐ Make a list of chefs with phone numbers, addresses, and fax numbers. Know their schedules! These are busy professionals who are volunteering their time and skills!

☐ Once committed, ask for a good date and time to attend a planning meeting at the school. Chefs will want to tour the kitchen and meet the school food service staff.

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Media Plan

Research Other Media Sources

- Ask chefs which writers may have covered them in the past and if they have their own publicist.
- Keep a clipping file of stories from publications that have articles on food, health/nutrition, schools, education, chefs/restaurants.
- Use the News Media Yellow Book, available at most public libraries, and other library resources.
- Contact print media that needs longer lead time - monthly magazines and publications - well in advance.

AT 6-4 WEEKS...

Action Plan

Make a follow-up call to all chefs as a reminder of the date and time of the meeting. Chefs may have last minute conflicts or emergencies; ask them to send an assistant or an alternate to the meeting.

Conduct a Planning Meeting

Show the Great Nutrition Adventure promotional video. The video highlights "A Taste of Regional Events" in the Great Nutrition Adventure national kick-off. These can help inspire planning.

☐ Discuss possible ideas for your Great Nutrition Adventure. Use "Good Ideas," pg. 24 as a start.

☐ Be sure the Planning Team agrees with the date planned for the Great Nutrition Adventure.

☐ Decide on the target age group (e.g., 3rd through 5th grade)

☐ Identify each Team member's role and contribution.

☐ Determine which chefs would like to "talk to students in a classroom."

☐ Determine which chefs would like to work side-by-side with the school food service staff to prepare school lunch. (If the school has satellite service of a large volume of food, discuss logistics of using the food preparation kitchen facility; some chefs may have to help the day before the event).

☐ Provide chefs with a copy of the fact sheet, "What Chefs Need To Know About School Lunch."

☐ Ask chefs if they would like to identify a chef coordinator for the event.

☐ Discuss and plan a Great Nutrition Adventure Menu that meets the Dietary Guidelines. Consider modifying the existing menu or ask chefs to bring in and share their specialities to add to the menu. Encourage the use of USDA commodities when possible.

☐ Be sure the menu is practical, yet offers a challenge. There should be something new for children to try: healthy, appetizing, and with eye appeal. Remember kids eat with their eyes!

☐ Plan for the procurement of foods. Look over current inventory. Ask chefs what food items they will need, compared to what is already in stock. . . particularly spices. Plan for extra numbers to feed, i.e. parents, visitors, guests, including the media. Order enough food!

☐ Ask chefs for recipes and their biographies and pictures, if possible. (It's nice to share these items with guests and the media.) Be aware that chefs frequently measure by weight, so some conversion may be needed for household use.

☐ Discuss tie-ins and other activities that local food, nutrition, and health organizations can present at the Great Nutrition Adventure.

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☐ Build excitement in schools! Discuss activities leading up to the Great Nutrition Adventure, i.e. public announcements, poster contests, newsletter items, bulletin board displays, nutrition education activities and games, other classroom events, etc.

☐ Ask for new ideas from the Planning Team and develop a specific plan.

☐ Discuss plans for media coverage, local TV, and pre-event publicity.

☐ Perhaps the event could tie-in with National School Lunch Week (October), National Nutrition Month (March), or a School Health Fair.

☐ Consider inviting State Agency, local ASFSA representatives, or other local school food service managers to attend the event.

☐ Tour the School—Show chefs the kitchen, classroom areas, cafetoriums, entrances, parking areas, etc.

☐ Plan a final meeting, if neccessary. (Chefs generally are very busy.) Be sure phone numbers are current, in case you agree to have a conference call.

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Media Plan

Establish a Relationship with the Media

- Designate specific spokesperson(s) to talk to media.
- Contact assignment editors.
- Develop your Press Release and Teaser.

Press Release

- Tell who, what, where, when and how - as clear and concisely as possible.
- Think of who the audience is and what would appeal to them.
- Try to keep to one page.
- Be creative and innovative - make it stand out from the others.
- Include title, date, and location.
- Include a contact person and phone number for further information.

Teaser

- A creative media attention getter usually received in the mail or by fax. *(See samples under Promotional Materials.)*

AT 5-3 WEEKS...
Action Plan

1 Write the Action Plan

Write the **Great Nutrition Adventure Action Plan:**

List:

- School
- Name of principal
- Food service director
- Date and time of activities
- Description of your event and activities

(See sample action plan in Promotional Materials).

Other important details:

☐ Grade levels targeted

☐ Decide which chefs will be in what classroom and describe activities

☐ Decide which chefs will be involved with school food service staff

☐ Attach publicity plan: how communication with the media and guests from the community will occur.

☐ **Atmosphere** - i.e. music (school band), balloons, posters, other decorations

☐ **Equipment** - types, kinds of equipment needed (helium tank rental, demonstration table)

☐ Foods/herbs/spices and utensils needed, not regularly used, if appropriate

☐ Cultural Diversity - give examples of menu/participant diversity

☐ Identify possible use of USDA commodities.

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☐ Identify handouts for students and guests.

☐ If possible, make plans to provide a nutrient analysis of the menu and/or recipes. Plan to distribute to parents, guests, and the media.

2 Invite Guests

☐ Send out formal invitations to guests discussed above, including school board officials, the school superintendent, and other important community leaders.

☐ Plan to have a photographer and/or a video recorder at your event.

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Media Plan

Mail Press Release and Teaser

- Find out who is the right person to fax, mail or e-mail press releases, background information and "teasers" to. Faxing is usually the best way.
- Ask to speak to that person to establish a personal contact and to get them interested in the upcoming event.
- If contact can not be made on the telephone, then fax or mail an introductory letter. Set up a personal meeting, if necessary.

Questions for the media:

- Name, media outlet, phone/fax numbers.
- Deadline for publication or broadcast AND when the story will run.
- Encourage a photographer or camera crew to accompany the reporter.
- Find out if the outlet has a special angle to cover on the event.
- Fax information to them.

AT 4-2 WEEKS...
Action Plan

1 Meet with School Professionals

☐ Work with the school principal and teachers to place chefs in classrooms. (The more chefs, the more classrooms will get a chef!)

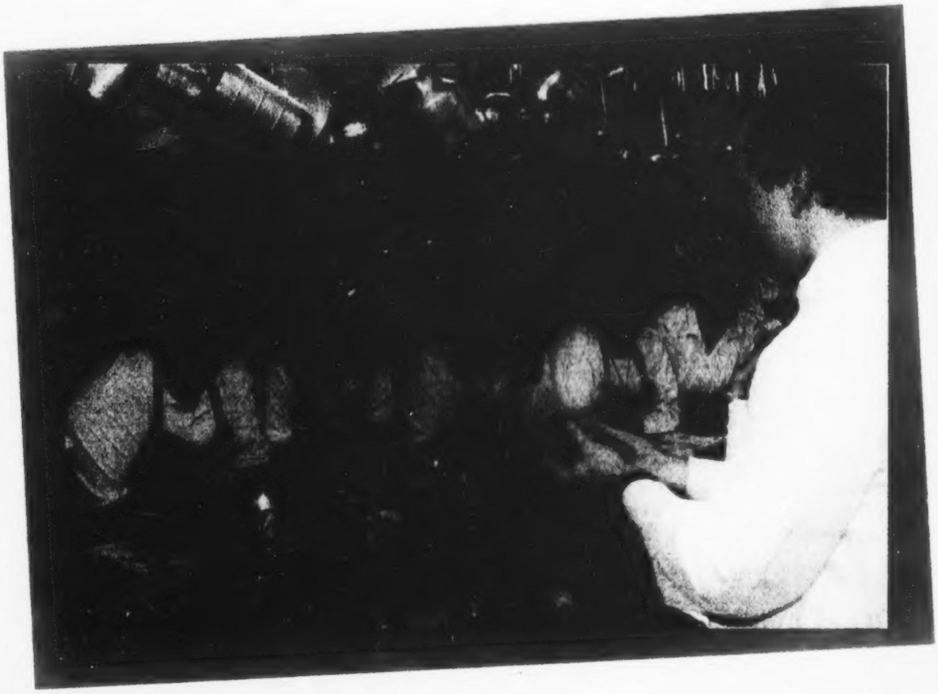
☐ Meet with the entire food service professional staff and go over the menu planned for the Great Nutrition Adventure lunch. Identify who will be working with chefs and their duties based on the menu.

☐ Show food service staff the Great Nutrition Adventure video. Get everyone excited!

☐ Announce a poster contest in the school for targeted grades. Ask that students "Draw the Great Nutrition Adventure" or provide a theme, i.e. "What the Great Nutrition Adventure means to me." Make it a contest. Put posters up in the cafeteria, classrooms, or hallways.

☐ Ask teachers to link curricula in the classroom with nutrition education. Present the Food Guide Pyramid and discuss health and fitness.

☐ Be sure promotional materials or other handouts are due to arrive on time.



2 Follow-up with Chefs

- ☐ Follow up with chefs for recipes and biographies.
- ☐ If a nutrient analysis of your menu will be provided, it's time to get all the information!

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Media Plan

Assemble Media Kit

- Press release
- Biographies/photos of chefs
- Chefs' recipes
- USDA's Great Nutrition Adventure Factsheet
- Provide reporters with media kits as soon as available
- Designate or hire a photographer

AT 2-1 WEEKS...

Action Plan

1 Pre-Event School Activities

☐ Put up the Great Nutrition Adventure poster. Post the menu of the day.

☐ Check that proper food has arrived.

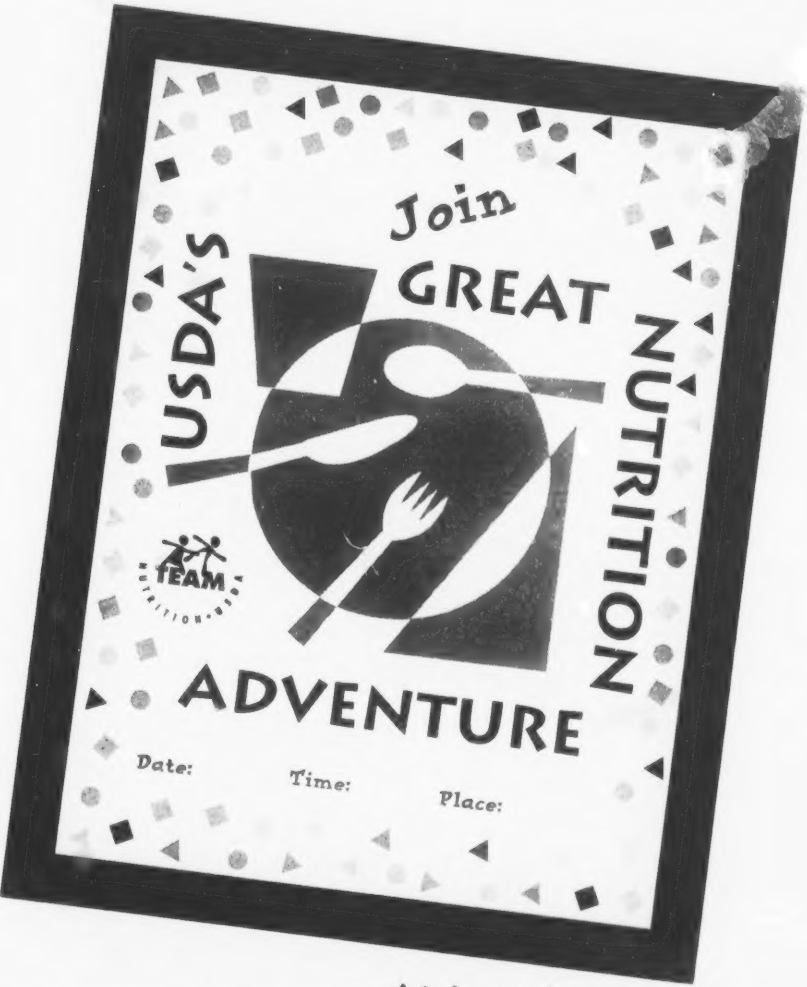
☐ Assemble all nutrition handouts and promotional materials for giveaway.

☐ Promote healthy eating on school bulletin boards.

☐ Prepare the school principal to provide "teasers" and promote the Great Nutrition Adventure over the public announcement system.

2 Chef Reminder

☐ Contact chefs and remind them to wear their chef hats and uniform; gloves, if handling food; and bring their props for classroom education. Offer any other last-minute assistance.


Join
USDA'S
GREAT
NUTRITION
ADVENTURE
TEAM
NUTRITION • USDA
Date:
Time:
Place:

Media Plan

Touch Base with

- [illegible]
- [illegible]

AT 1 WEEK-3 DAYS

Action Plan

Final Details

- ☐ Be sure local media plan is in place.
- ☐ Check that all last minute details are complete.
- ☐ Plan for registration/information tables at the front entrance of the school, for guests to receive handouts and information, and name tags, and sign the guest list.
- ☐ Plan for additional custodial and security services.
- ☐ Arrange for student guides or assistants to lead guests and media to classrooms and cafeteria. Plan for a "chef host" to meet the chef, accompany him to the classroom, answer any questions, know the chef's schedule, and solve any problems.
- ☐ If necessary, purchase additional fruits, vegetables, or grains for display purposes.
- ☐ Make a map available of school layout with locations of activities highlighted.

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Media Plan

Reach Out

- Fax new press release with most current information highlighted with fresh wording.
- Contact reporters to remind them of the event two or three days in advance.

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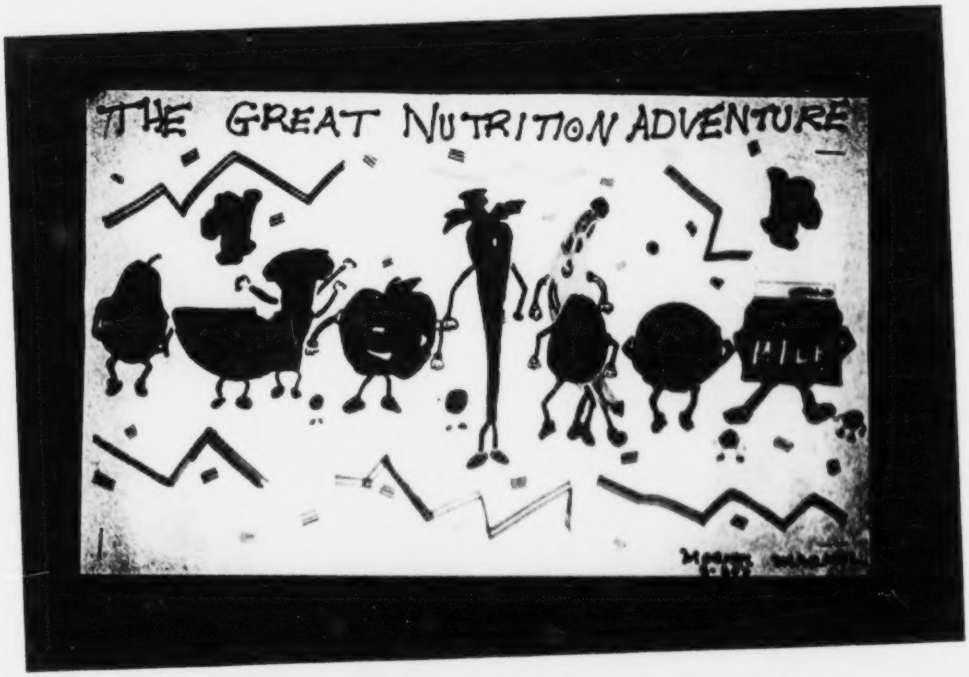
THE DAY BEFORE
Action Plan

Set Up

- ☐ If school food is satellited, be sure food is assembled with the help of chefs. Set up displays, posters, table tents, etc.
- ☐ Identify where a "Farmer's Market" should be set up in the cafeteria with a "Touch and Feel" table.
- ☐ Direct the arrangement of fresh fruit and vegetable display.
- ☐ Display the poster contest winners in view for best recognition.
- ☐ Set up registration/information tables at the entrance with promotional materials, handouts, name tags, etc.
- ☐ Be sure the school is identified at the road entrance for outside guests. Identify parking for guests and put up signs pointing the way outside and inside, if needed.
- ☐ Put up a banner or poster on the door advertising the Great Nutrition Adventure.
- ☐ Put signs on classroom doors where events are taking place.
- ☐ Be sure teachers have the schedule of chefs in their classroom. Be sure all handouts and materials are given to teachers to distribute to students the next day.
- ☐ Prepare Certificates of Appreciation. (Sample enclosed).



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Media Plan

Last Minute

- Telephone media contacts to remind them of the event the day before.
- If media contact is unable to attend, make sure to get follow-up materials and photo to them.

THE BIG DAY!
Action Plan

They're Here!

- ☐ Introduce the chefs to all food service staff again and encourage team to work together. Place chefs side-by-side with school food service staff.
- ☐ Escort other chefs to respective classrooms.
- ☐ Greet guests at the school entrance; provide promotional materials and handouts.
- ☐ Check with student guides to make sure everything is going okay.
- ☐ **Most important:**
  Motivate staff that this will be a great day! Breathe a sigh of relief; enjoy the chefs' interaction and the nutrition activities!
- ☐ Be sure the photographer is getting some great pictures!
- ☐ Present Certificates to Chefs and Food Service Staff!

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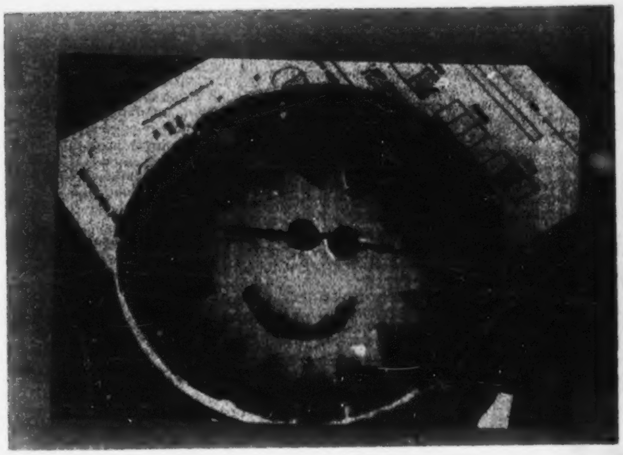
Media Plan

Be Sure to:

- Have all press attendees sign in; give them a map of the school.
- Capture addresses, phone numbers, and affiliation.
- Keep track of all media attendees and interested parties who were unable to attend the event and who may do a follow up story.
- Assign a guide to direct media to activities.

Follow-up

- Collect all newspaper articles written; ask media outlets for copies of their story.
- Make photos and video clips available to the media.
- Send Thank You notes to chefs, food service professionals, the school principal, and other partners.
- Evaluate the event. Take notes as to what might be done next time.



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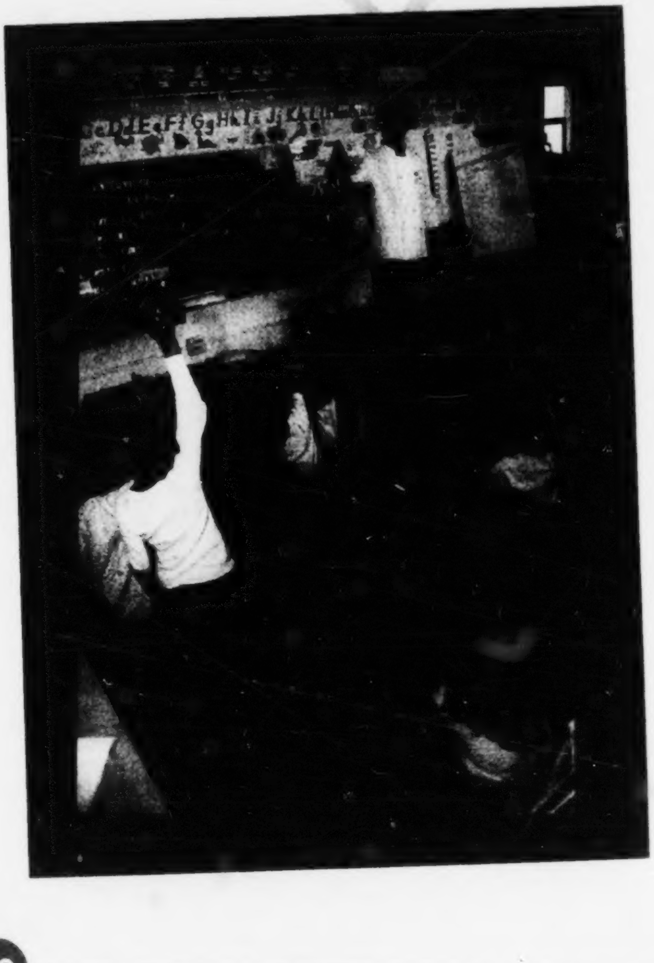
CHEFS IN THE CLASSROOM

Professional chefs can inspire children to make food choices that promote health in the cafeteria, at home, and throughout their lives.

Chefs are able to educate children about sound nutrition, diverse food sources, and the appreciation of good food.

Chefs can talk to students (and teachers) about:

- "What it is like being a professional chef"
- "Why I volunteered to be a part of the Great Nutrition Adventure."
- The Great Nutrition Adventure as a nutrition education adventure and a great time to explore new tastes and new foods!



Chefs can also discuss or demonstrate:

- **Food appreciation:**
  Where food comes from
  How it is grown
  Where it is grown
  How it gets prepared and served
  (. . . from seed to plate . . .)
- **Different forms of foods:**
  Carrot coins, carrot sticks, shredded carrots, etc.
- Food and the senses (smell, touch, feel and taste).
- Atmosphere and the importance of a pleasant eating environment.

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CHEFS IN THE CAFETERIA

Chefs can partner with school food service staff to plan, prepare, and serve healthier meals to children that are appealing and taste great.

Chefs are able to work **side-by-side** with food production staff to prepare **nutritious** meals that are appealing and meet the Dietary **Guide**lines for Americans.

The Chefs can:

- Share personal information: "Why I became a Chef; why I volunteered to be a part of the USDA's Great Nutrition Adventure."
- Commit to partner with school food service
- Emphasize taste and appeal as well as nutrition
- Share training skills to promote healthy school meals
- Demonstrate cooking techniques that meet the Dietary Guidelines
- Suggest recipe and menu ideas for school lunch

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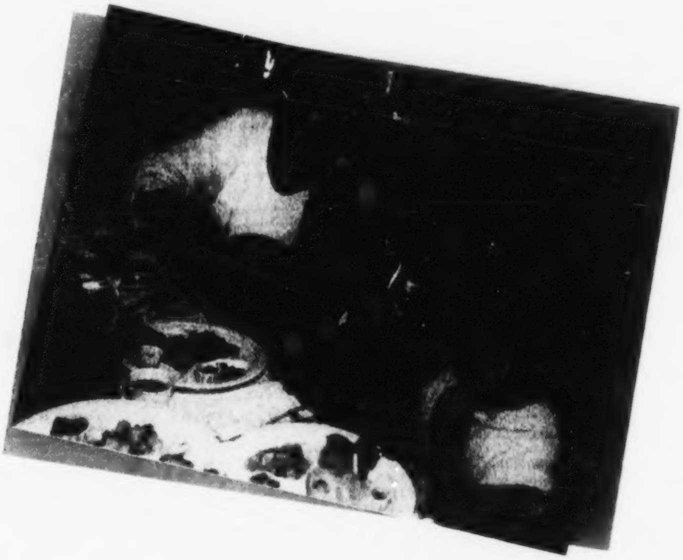
- Discuss the menu of the day

Ingredients needed

- Use of commodities
- Preparation time
- Batch cooking
- Food presentation (merchandising/garnishing)
- Special recipe preparation tips
- Talk about future chef-school food service partnership ideas.



GOOD IDEAS

Make Your Great Nutrition Adventure Fun and Interesting!

Below are some ideas to get the brainstorming started...

Please encourage Chefs and the Team to come up with creative ideas based on local characteristics and talents. Chefs may want to focus on one or more of the following areas:

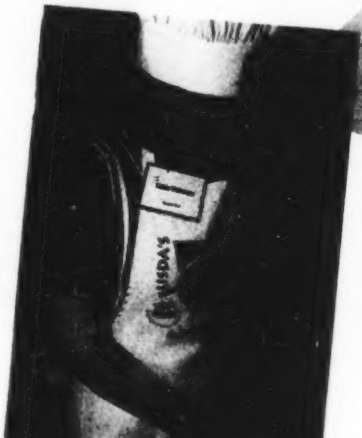
Taste-test events
Ethnic recipes
Recipe modification

Sensory education/development
"From seed to plate"
Seasonality of foods
Farmer's market

Nutrition education
The Food Guide Pyramid
The Dietary Guidelines

Make the Sports/Nutrition Connection - Body awareness. Show examples of foods to keep you healthy and fit. Foods prepared lower in fat. Snacks on the go. Change snacks in vending machines to healthful choices - low-fat granola bars, raisin and nut mix, fresh apples, 100% juices, yogurt, cereal, dried fruit. Offer students a special snack of the day at a bargain price.

Celebrate new tastes in school — feature samples of new food items in a variety of ways: showing new spices, herbs, grains, fruits or vegetables not generally used for schools, and healthful ways to prepare favorite foods. Feature a Farmer's Market Display.



Feature a chef behind the serving area or demonstration table providing on-line service of stir-fry vegetables in a wok; preparing French crepes; or other spectacular food displays. Feature pictures and posters created by students representing vegetables and fruits in their diet.

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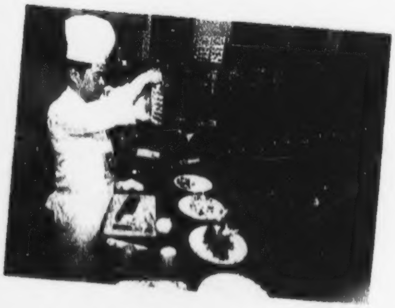


Highlight chef's special restaurant recipes "On the Menu" and samples could be taste-tested in schools at lunch. Gather students' opinion of foods by food preference surveys. Promote samples of these foods as a Cafeteria Tasting Party or a Health Fair of Foods featuring items from local restaurants.

Listen to what kids have to say about the foods they like to eat. Partner a chef, a dietitian, and food service staff featured in a classroom setting. Introduce several dishes kids could make at home. Get parent involvement. Find out what new healthy foods parents and kids would like to see in the school cafeteria.

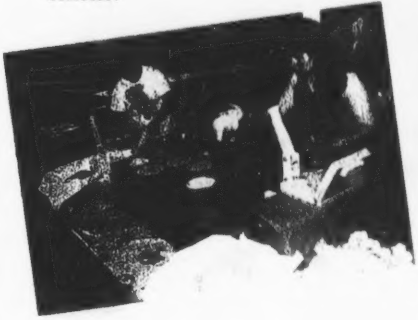
Feature fresh cruciferous vegetables. Which vegetables have the loudest crunch? What do yellow vegetables taste like? What do purple fruits/vegetables taste like? Name all fruits red in color, orange, and green. What does "ripe to taste" mean? Ask for literature from local produce manufacturer for display materials.

134

MORE!

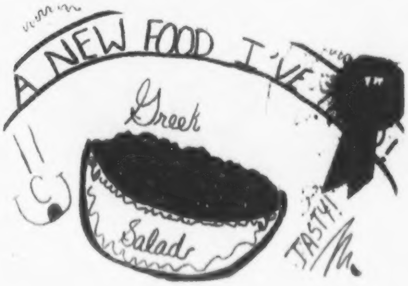
GOOD IDEAS...

Involve a Biology/Home Economics teacher in showing a diagram of the fundamentals of tasting, including tastebuds and parts of the tongue's sensory areas. Have kids taste a variety of foods using all senses. What is their favorite? Learn how to appreciate how food tastes and smells.

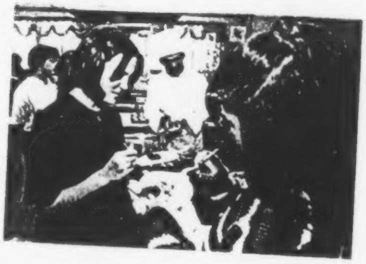


Emphasize kids preparing healthy snacks or desserts to eat. Provide treat bags for children, including a chef's hat, apron, or measuring spoons (K-3).

Emphasize different forms of pasta or other grain products. Feature a display on front serving line. Have a class provide drawings and posters to display in cafeteria.



Spotlight food presentation by featuring food items attractively on the serving line. Add eye-appealing garnishes that kids would enjoy. Chefs can demonstrate garnishing techniques (smiling faces, animal vegetables, palm trees) with food service staff and how to decorate the serving area based on the menu. Get responses from kids about the new look and appeal in the cafeteria. Have kids sample and taste School Lunch Challenge recipes. These recipes were a result of a competition held by the American Culinary Federation, encouraging chefs and school food service staff to work together to develop new recipes kids would like that are healthy and practical for school preparation.



Provide a diorama or bulletin board display (with the help of the history/social studies teacher), on where food comes from. Using corn as an example: Show the seed, how it is grown, how it is harvested, a production plant or delivery to storage or a food distribution center, to the school cafeteria menu and on to cooks and food production in the kitchen and finally to the student's plate. Bring in props like seeds, cornstalks, and fresh/canned/frozen corn, and discuss sample menu items using corn.

Play a Guessing Game, using kids' senses. The Blindfold test. Have kids take turns reaching in a paper bag and guessing the food item. Ask them to describe the food item - what it feels like. Provide hints. Show the food and discuss the many ways it can be offered for school lunch or at home. Discover the relationship between taste and smell. Have kids block their nose and taste 3-5 different pureed foods, like bananas, carrots, peas, onions, mashed potatoes. See the reaction of kids as they guess what they are eating.

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RESOURCES

Chefs:

The Chef Connection: A Directory of Chefs for School Partnerships lists chefs who are willing to volunteer in local schools. Check the local phone book for restaurants, caterers, and culinary schools in the surrounding area.

American Culinary Federation (ACF)
National Headquarters
10 San Bartola Drive
St. Augustine, FL 32086
Phone: (904) 824-4468 (800) 624-9458
Fax: (904) 825-4758

To find the local American Culinary Federation (ACF) chapter or for more information, contact the National Headquarters. The American Culinary Federation, "The Authority on Food in America," is a membership organization of certified chefs with over 25,000 members in many different chapters established in the 50 States, islands, and territories.

The Chef and the Child Foundation is another part of the ACF that organizes events to benefit the child. Contact the Executive Director, Pat Thibodeau, at 1-800-624-9458.

American Institute of Wine and Food (AIWF)
The American Institute of
Wine and Food
1550 Bryant Street, Suite 700
San Francisco, California 94103
1-800-274-AIWF
1-800-274-2493

American Institute of Wine and Food, a nonprofit educational organization promotes an on going national project, "Resetting the American Table: Creating a New Alliance of Taste and Health." AIWF joins culinary and health leaders together to discuss and implement ways to help Americans rediscover the joys of eating while moving toward a healthier diet. The Institute has more than 9,000 members and 36 chapters across the country and abroad. Recently some chapters have organized "Days of Taste" involving in-school taste presentations by local chefs.

Public Voice for Food and Health Policy
1001 Connecticut Avenue, N.W.
Suite 522
Washington, DC 20036
Phone: (202) 659-5930
Fax: (202) 659-3683

Public Voice for Food and Health Policy is a national nonprofit research, education, and advocacy organization that promotes a safer, healthier, and more affordable food supply. Chefs Helping to Enhance Food Safety, CHEFS, is an influential, national coalition linking chefs and food professionals from diverse backgrounds and cultures to promote safer food and a healthier environment. With over 600 members from nearly 40 states, CHEFS has become a leading voice on food policy issues, speaking out on food safety and sustainable agriculture. Contact the Director of CHEFS, Ilene Henshaw, for more information.

The James Beard Foundation
167 West 12th Street
New York, NY 10011
Phone: (212) 675-4984
Fax: (212)645-1438

The James Beard Foundation is dedicated to both food and education in America. A Taste and Nutrition Advisory Board is chaired by Richard Grausman, a well-known and respected culinary educator. Curricula are being developed to expose and teach school-age children (and their parents) how to use the principles of sensory evaluation as they relate to food. For further information on this program, please contact:

Pat Dando, Dando & Company
(312) 649-0855
Richard Grausman,
Advisory Board Chairman
(212) 873-2434

Culinary Schools:

There are many culinary schools across America; to name a few:

Culinary Institute of America
433 Albany Post Road
Hyde Park, NY 12538
(914) 452-9600

Culinary Institute of America at Greystone
2555 Main Street
St. Helena, CA 94574
1-800-CULINARY (285-4627)

Johnson and Wales University
8 Abbott Park Place
Providence, RI 02903
(401) 598-1000

California Culinary Academy
625 Polk Street
San Francisco, CA 94102
(415) 771-3536

New England Culinary Institute
250 Main St.
Montpelier, VT 05602-9720
(802) 223-6324

Contact other culinary schools for more information.

Recipes:

A Tool Kit for Healthy School Meals
Recipes and Training Materials, USDA's New School Lunch and Breakfast Recipes, November 1995.

School Lunch Challenge I and II Recipes
Contact your local school district for a set of the above recipes.

Dietitians/Nutritionists:

Invite a local community nutritionist, cooperative extension agent, or local dietitian to participate in the fun. Contact the State Nutrition Education and Training (NET) Program Coordinator for assistance, or the local American Dietetic Association in your community for an available consulting dietitian. Your Local State Health Department can be another resource for you.

Other Resources:

USDA's Team Nutrition
For more information on Team Nutrition:
http://www.usda.gov/fcs/team.htm

Cooperative State Research, Education and Extension Service (CSREES)
U.S. Department of Agriculture
Washington, DC 20250-0900
Telephone: 202-720-3029
Fax: 202-690-0289
or contact via Internet: crees@reusda.gov
Almanac: almanac@reusda.gov

CSREES links the research and education resources and programs of the USDA and works with land-grant institutions, colleges, cooperative extension services, experiment stations, and various colleges. Extension agents can be resources for nutrition education and other community activities.

Contact the local county extension office (Offices are listed under local government in the telephone directory)

Nutrition Education and Training Program (NET)
USDA/Food and Consumer Service
3101 Park Center Drive, Room 607
Alexandria, VA 22302
Phone: (703) 305-2585
Fax: (703) 305-2549

The Nutrition Education and Training Program (NET) is the nutrition education component of USDA's food assistance programs that promotes healthy eating for children. NET program coordinators encourage schools to offer nutritious, appealing meals and support nutrition efforts in the classroom. NET staff train food service personnel, and develop nutrition education materials that meet the nutritional goals of the U.S. Dietary Guidelines for Americans.

NET is administered by the Food and Consumer Service through grants to state education agencies.

For other members of the food/health communities contact local chapters of:
American School Food Service Association
American Dietetic Association
The American Heart Association
The American Cancer Society
and others

Farmers' Markets:

Contact the farmers' market in your local area. Farmers' markets can be identified by your State Department of Agriculture. Invite representatives and farmers to come in your school and showcase foods that are grown locally. In the cafeteria, farmers can set up a "touch and feel" table. Chefs and farmers make a great team and can educate children in a classroom.

Most farmers' markets are sponsored by cities, chambers of commerce, farmer cooperatives and local not-for-profit-organizations working to enhance the community and local agriculture. Typically, the markets are located on downtown public streets, squares, plazas and parking lots, in neighborhood parks, at shopping malls or at designated market facilities under open-air sheds.

Nutrition Information

The Food and Nutrition Information Center (FNIC)

USDA/NAL/FNIC
10301 Baltimore Boulevard, Room 304
Beltsville, MD 20705-2351
(301) 504-5719 FAX: 301-504-6409
FNIC Internet e-mail: fnic@nalusda.gov

FNIC is located at the USDA's National Agricultural Library in Beltsville, Maryland. USDA program participants may borrow food service reference materials, videos, and training materials free of charge. Sample NET materials are available at FNIC. Food labeling information is also available. On-line bibliographies are offered to assist you in research.

FNIC maintains easy-to-use-gopher and World Wide Web sites where users may read or download files.

Access Methods:
Use the World Wide Web address:
http://www.nal.usda.gov/fnic.html.

Healthy School Meals Resource System is an on-line information system to assist trainers in locating appropriate and useful information to meet the needs of school nutrition personnel. Effective materials can be easily accessible in print, by fax, on computer disk, or via the Internet. Team Nutrition has a home page on this system, with information about USDA's Great Nutrition Adventure and other chef initiatives and all aspects of Team Nutrition.

Access Methods:
Use the World Wide Web address
http://www.usda.gov/fcs/team.htm

You can discuss healthy school meals through an electronic discussion group called MEALTALK. Subscribe (no cost) by sending an e-mail message to **majordomo@nalusda.gov** and include only the following words in the body of the message: **subscribe mealtalk YOUR NAME <your e-mail address>**

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National Food Services Management Institute (NFSMI)
University of Mississippi
P.O. Drawer 188
University, MS 38677
Phone: (601) 232-7658/800-321-3054
Fax: (601) 232-5615/800-321-3061
nfsmi@sunset.backbone.olemiss.edu.

The National Food Service Management Institute is committed to improving the operation and quality of all Child Nutrition Programs. The Institute sponsors Healthy Cuisine Workshops and has developed a video training package, called "Healthy Cooking for Kids." The Institute is administered through the USDA's Food and Consumer Service.

For information on food service, food preparation, meeting the Dietary Guidelines, or other available videos and training packages, contact the NFSMI's Customer Service help desk at 1-800-321-3054

USDA Food Safety and Inspection Service (FSIS)
Meat and Poultry Hotline
Room 1165 South Building
Washington, D.C. 20250
Phone: (800) 535-4555

USDA's Food Safety and Inspection Service offers the **Meat and Poultry Hotline** for consumers. Contact **FSIS** for information on food safety, labeling, and wholesomeness of foods at 1-800-535-4555, or in Washington, DC Metropolitan Area, call 202-720-3333.

FDA/USDA Food Labeling Education Information Center
FDA-Office of Public Affairs
5600 Fishers Lane, HFE-88
Rockville, MD 20857
(301) 443-3220

Contact this organization for materials and activities related to food labeling education.

Media Sources
News Media Yellow Book, Leadership Directories, Inc., Spring 1995, Volume 6, Number 3, Washington, DC

Gebbie Press, All-In-One Directory, 1995, Gebbie Press: Box 1000 New Paltz, NY 12561

Hudson's Washington News Media Contacts Directory, P.O. Box 311, Rhinebeck, NY

Target Your Market: Child Nutrition Program Marketing Course, 1994. School Food Service Foundation of ASFSA, Alexandria, VA.

USDA Sources
Contact the State Agency or Team Nutrition Regional Outreach Coordinator for more information. Ask for menu planning, nutrient analysis, or other nutrition-related information as needed, from your State Nutrition Education and Training (NET) Coordinator.

Other Health organizations
Contact other nutrition and public health organizations for additional support materials on nutrition and school health.

Industry sources
In addition, contact industry resources, including local vendors or distributers, who can be an excellent resource for free nutrition-related information materials.

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USDA'S GREAT NUTRITION ADVENTURE

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PROMOTIONAL MATERIALS

Video

The Action Packet includes a promotional video which captures the national kick-off celebration of the Great Nutrition Adventure held in 7 cities across the country, from New York City to Berkeley, California. The video demonstrates partnerships between the food community and school officials, food service staff, teachers, and parents, in promoting healthy school meals for children. See the farmer's market enhance the school cafeteria in New York City, a Cajun band in Baton Rouge, a carnival of nutrition activities in Atlanta, an ice carving in Denver, nutrition games and poster contests in Washington, DC, a "Taste of Chicago" school lunch, and an edible garden where children grow their own vegetables in Berkeley, California.

Show this video and inspire school food service professionals and chefs at local event planning meetings!

Poster

The USDA's Great Nutrition Adventure poster is included. This graphic can be used as an example for a bulletin board or hallway displays.

Logo

A Great Nutrition Adventure logo is included. Contact interested partners to help you promote the Great Nutrition Adventure by printing:

- Aprons
- Hats
- Tabletents
- Bookmarks
- Magnets
- Stickers
- Balloons
- Posters
- Banners
- Bookcovers
- Menus
- Bags

Letterhead

A "USDA's Great Nutrition Adventure" Letterhead or News Release Masthead is included. Use on letters, brochures, news releases for the media, letters to parents, etc.

News Release (sample)

The sample news release (with fill in the blanks) included, provides a guide to send to local newspapers, TV, or radio shows.

Teaser

A sample idea of what can be done to "tease" the media to attend the event is included. See what you can come up with for a Teaser. Creativity counts!

Chefs' Recipes

These sample recipes were developed by chefs and standardized by USDA. Use these recipes as examples in a Great Nutrition Adventure.

Certificate of Appreciation

A sample certificate of appreciation is enclosed. It's nice to acknowledge the efforts involved in putting on a Great Nutrition Adventure. Please recognize all food service professionals, the school, and the chefs by name for making the event such a success!

USDA'S GREAT NUTRITION ADVENTURE

I. "USDA'S GREAT NUTRITION ADVENTURE"

Name of School: ______________________________

Principal: ______________________________

Food Service Manager: ______________________________

CHEFS PARTICIPATING:

____

____

____

____

____

GRADE LEVELS TARGETED:

____

____

____

____

SCHOOL LUNCH PARTICIPATION

ADP: ________

Free Students: ________

Reduced Students: ________

Paid Students: ________

DEMOGRAPHICS

Caucasian: ________

African-American: ________

Asian: ________

Hispanic: ________

Multi-Racial: ________

Other: ________

II. DESCRIPTION OF THE EVENT

8:00 -9:30	• **Chefs assist in food preparation** (Chefs work with food service personnel to prepare lunch)
9:30- 10:30	• **Chef in Classroom Activities** (Chefs will speak directly to the students in their classrooms. If necessary, two classes can be combined in one classroom. The chefs will discuss the food industry as a career and their personal experiences as chefs. They will also discuss the links between food, nutrition, health and learning readiness, the importance of student choices in good nutrition, and encourage students to try new foods.)
10:00-11:00	• **Food Tasting and Chef Demonstrations for the Students** (Chefs will prepare foods for children to sample—each chef will choose one of the food groups to focus on. Wherever possible, the chefs will demonstrate food preparation, finishing or merchandizing techniques.) **Focus:** • Foods the kids have not tried before or tried and didn't like • Foods they like but in a different recipe • Feature–fruits, vegetables, lower-fat items (Dietary Guidelines impact.) • Provide a variety of items to taste (vegetables, fruits, legumes, meat, chicken, fish, grains, dairy, snacks, desserts.)
11:30-1:00	• Lunch prepared by several chefs working side by side with school food service professionals. • Chefs interact with students, teachers, parents, guests • Health Fair

Hand-outs will be available for children to take home to parents. Materials will describe the event and will provide information on the importance of healthful lifestyle choices to lifelong health and readiness to learn. If the school is multi-cultural, then every effort should be made to create multi-cultural materials. Chefs will have a list of available commodities and will provide recipes using foods on commodity list, whenever possible. Recipes will be made available to parents, the press, guests and other interested parties. The cafeteria will be decorated for the day with "Great Nutrition Adventure" materials.

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USDA'S GREAT NUTRITION ADVENTURE

HERE'S WHAT'S COOKIN'

NEW YORK CITY CHEFS SERVE UP SCHOOL LUNCH

SERVES 950

RECIPE:

TAKE SEVERAL CELEBRATED NEW YORK CITY CHEFS...

ANNE ROSENZWEIG (ARCADIA), MICHAEL ROMANO (UNION SQUARE CAFE), ALAN HARDING (NOSMO KING), AND OTHERS.

DIRECTIONS:

- **Combine** with one New York City elementary school
- **Blend** in kid appeal, culinary savvy and plenty of good nutrition
- **Sprinkle** with imagination and serve!
- On Monday, April 24, volunteer New City Chefs will join elementary students from PS 2 (Lower East Side) and USDA in preparing great looking, great tasting, and nutritious entrees.
- USDA's Food and Consumer Service will be sending you additional information within the next week. If you can't wait, to find out more, call Charles DeJulius at 617-565-6418.
- Make this lunch date now...Monday, April 24, 1995.

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USDA'S GREAT NUTRITION ADVENTURE

United States
Department of
Agriculture

Food and
Consumer
Service

Mountain Plains Region
1244 Speer Boulevard
Suite 903
Denver, CO 80204

Contact: Craig Forman
303/844-0312

YOUR SCHOOL HOSTS LOCAL CHEFS IN "GREAT NUTRITION ADVENTURE"

Your city, Date Students at *your town, your school* are embarking on a nutrition adventure with several of *your town's* volunteer chefs to discover how foods can be fun and interesting—as well as tasty and nutritious.

The Chefs will be joining our hardworking food service personnel in launching the "Great Nutrition Adventure" on *Day of the week, date.* The Adventure is part of the USDA's overall efforts to improve the meals served to school children in the National School Lunch Program.

The first stop on the nutrition adventure will be the classroom, where chefs such as *Name of chef, another chef, etc* will guide the students on an exploration of *Title of classroom presentations*.

The culmination of the adventure will be the school lunchroom, where *Number of students* will feast on *Name of recipe*, prepared by *Chef name*. Participating chefs have promised to meet the USDA's nutrition standards, use food items normally available to the school, and commodities where possible, and stay within the school's budget as they work side-by-side with the school food service personnel in the preparation of a healthful, nutritious meal that tastes good.

Complementing this focus on food will be a display by *Farmer's Market* and the children will have an opportunity to learn about food and to touch and taste a variety of farm products.

The Great Nutrition Adventure will begin at *Time a.m.* with classroom instruction and continue at *Lunch period, i.e 11:30 a.m.* in the cafeteria with lunch.

Your school is an elementary/middle school located *Provide direction to the school.*

Our Great Nutrition Adventure is part of Team Nutrition, designed to provide school food service personnel with the training they need to prepare healthy meals that meet the Dietary Guidelines for Americans. These events will also educate and help motivate children to make healthy food choices in the cafeteria, at home and throughout their lives.

USDA'S
GREAT
NUTRITION
ADVENTURE
TEAM
NUTRITION • USDA

Mama Romano's

Baked Lemon Chicken

Michael Romano
Union Square Cafe
New York, New York

Meat/Main Dishes

Ingredients	50 Servings		100 Servings	
	Weight	Measure	Weight	Measure
Granulated garlic		1 Tbsp		2 Tbsp
Salt		2 tsp		1 Tbsp 1 tsp
Black pepper		2 tsp		1 Tbsp 1 tsp
Dried thyme leaf		½ tsp		1 tsp
Skinless chicken thighs	14 lb 12 oz		29 lb 8 oz	
Onions, sliced	1 lb		2 lb	
Chicken stock, non MSG		3 qt		1 gal 2 qt
Lemon juice		¾ cup		1½ cups
Lemons, sliced, seeded (used for garnish)	9 oz.	3 each	1 lb 2 oz	6 each

1. Combine garlic, salt, pepper, and thyme, set aside.
2. Arrange 25 chicken thighs (7 lb 6 oz) in each steam table pan (12" x 20" x 2 ½"). Sprinkle 1 Tbsp of seasoning mix over each pan of chicken.
3. Bake in conventional oven at 400 °F, 25 minutes or in convection oven at 350 °F, 30 minutes until golden brown.
4. Combine onions, stock, and lemon juice in a stock pot. Heat to boiling and cook for 10 minutes. Remove from heat.
5. Pour 1 qt of cooked lemon mixture around the chicken.
6. Bake again in conventional oven at 400 °F, 20 minutes or convection oven at 350 °F, 20 minutes until no signs of pink remain.
7. Garnish with lemon slices, if desired.

Serving:	1 piece provides 2 oz of cooked poultry
Yield:	50 servings: 11 lb 5oz 100 servings: 22 lb 10 oz

Marketing Guide for Selected Items

Food as purchased	For 50-serving Recipe	For 100-Serving Recipe
Onions	1 lb 2 oz	2 lb 4 oz

Nutrients Per Serving

2oz portion

Calories	130	**Saturated Fat**	1.8 g	**Iron**	.9 mg
Protein	15 g	**Cholesterol**	54 mg	**Calcium**	17 mg
Carbohydrate	2 g	**Vitamin A**	26 RE/87 IU	**Sodium**	500 mg
Total Fat	6.5 g	**Vitamin C**	5 mg	**Dietary Fiber**	0 g

Chef Michael Romano

USDA'S GREAT NUTRITION ADVENTURE

158

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Ham and Cheese Buns

Damian Martineau, CEC
Guest Services, Inc.
Washington, DC

Meat/Meat Alternate • Grains/Breads • Sandwiches

Ingredients	50 Servings		100 Servings	
	Weight	Measure	Weight	Measure
Honey	4 oz	¼ cup	8 oz	½ cup
Prepared mustard or Dijon mustard	3 oz	¼ cup 2 Tbsp	6 oz	¾ cup
Ground cloves		½ tsp		1 tsp
Frozen bread dough, thawed	6 lb 4 oz		12 lb 8 oz	
Lean ham, thinly sliced	3 lb 2 oz		6 lb 4 oz	
Mozzarella cheese, thinly sliced	3 lb 2 oz		6 lb 4 oz	

1. Combine honey, mustard, and cloves in a bowl. Set aside.

2. Roll 1 lb 9 oz of dough to an 24" x 10" rectangle. Spread 2 Tbsp 1½ tsp mustard mix evenly over each rectangle.

3. Lay 12½ oz ham and 12½ oz cheese evenly over each rectangle.

4. Roll dough tightly lengthwise and seal the ends. Cut each roll into 25 portions (approximately ½" thick), and place cut-side up in greased muffin tins.

5. Allow bread to proof in warm place until double in size, about 30 minutes - 1 hour.

6. Bake in conventional oven at 375°F, 15 minutes or convection oven at 325°F, 12 to 15 minutes until golden brown.

Serving: 2 slices provide the equivalent of 2 oz of cooked lean meat and 2 servings of grains/breads.

Yield: 50 servings: 12 lb 4 oz
100 servings: 24 lb 8 oz

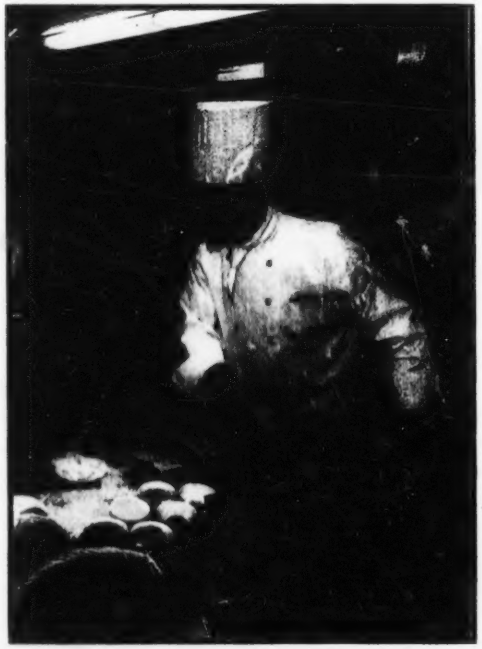
Variation

Ham and Cheese Roll-ups

50 and 100 servings: In step 4, cut each roll in half and place two halves on each paper-lined half sheet tray (18" x 13" x 1"). Proceed with step 5. Bake in a 375°F conventional oven for 18 to 20 minutes or in a 325°F convection oven for 18 to 20 minutes. Cut each loaf into pieces, approximately ½" thick.

Nutrients Per Serving 2 pieces

Calories	254	**Saturated Fat**	3.7 g	**Iron**	1.9 mg
Protein	17 g	**Cholesterol**	30 mg	**Calcium**	241 mg
Carbohydrate	28 g	**Vitamin A**	55 RE/166 IU	**Sodium**	712 mg
Total Fat	7.8 g	**Vitamin C**	6 mg	**Dietary Fiber**	1 g



Chef Damian Martineau, CEC

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USDA'S GREAT NUTRITION ADVENTURE

TEAM

Certificate of Appreciation

For participating in the
Great Nutrition Adventure

And your commitment to the
School Meals Initiative for Healthy Children

School Principal

School Food Service Director